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FEATURING—Peace and the New Business Era and Knit Goods

9157

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, JANUARY, 1919 No. 1.

CONFIDENCE BASED ON QUALITY

WHEN the salesman at your hosiery counter is showing Monarch-Knit Hosiery he simply cannot exaggerate its good qualities. It has appearance, fit, finish and wear-resisting power that combine to put it in the very first rank. The customer who is extra particular in his choice of hose will just naturally gravitate to the store that sells Monarch-Knit Hosiery. Made in silk, mercerized, cotton and cashmere for men, women and children.

THE MONARCH KNITTING
COMPANY, LIMITED,
DUNVILLE, ONT., CANADA
Branches: St. Catharines and St. Thomas

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc., and other fine hand knitting yarns.

Carefully knitted, splendid fitting, serviceable and unshrinkable—a line of underwear that is a pleasure to wear and a satisfaction to sell.

"**Admiral**" and "**Commodore**" qualities for Men and Boys.

Four Good Sellers

THE ADMIRAL BRAND
GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose
QUALITY UNDERWEAR

COMMODORE
FINE WOOL UNSHRINKABLE

PRISCILLA
FINE WOOL UNSHRINKABLE

"**Primrose**" and "**Priscilla**" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Canada's Largest
and Oldest

Tailoring
Institution

ESTABLISHED 1885

NOW READY

With our Travellers on the Road

The Hobberlin Made-to-Measure Tailoring Equipment for

SPRING & SUMMER, 1919

A Full New Range of SMART FABRICS
SPECIAL WINDOW DISPLAY CARDS
and ATTRACTIVE STYLE BOOK
exclusively gotten up for the House.

From First to Last the Hobberlin Service is a Tailoring Service

The House of Hobberlin Limited

Toronto : Canada

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

"SPERO"
QUOD ERO SPERO
MAKE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

DUNNVILLE FACTORY AND WAREHOUSES

Most of the things about which we worry never happen

In 1914 when the war began many men of high intelligence predicted world bankruptcy if the conflict lasted six months, world destruction if it lasted a year.

It has lasted nearly four and a half years and neither of the dread forecasts has been fulfilled.

Those who are worrying now about after-the-war conditions, fearing trouble in weaving back into industry the millions of men we have in the army and navy, losing sleep over fear of wages being reduced, imagining all sorts of disturbances, are as certain to be confounded in their fears as were those who saw universal disaster in the world war.

The World is Not Coming to an End in 1919

There are more people with money in the Dominion of Canada, and the will to spend it, than ever before.

With the tremendous reconstruction and rehabilitation of our resources on a peace basis—

There will be work a-plenty for all.

The experience of the past few years proves that a positive demand for all materials and industrial products does not make for lowered values. So we may confidently look forward to a continuance of our present business prosperity during the next twelve months. Our travellers will be out early this month (January) with a most complete and up-to-date line of Sweaters, Pull-overs, Caps, Scarves, etc., also Monarch-Knit Hosiery, Monarch Floss, Monarch Down and Fancy Hand Knitting Yarns.

Your careful inspection of our range will be appreciated.

THE MONARCH KNITTING COMPANY, LIMITED

DUNNVILLE, ONTARIO, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Other Knit Goods, Hosiery, etc. Also "Monarch Floss" and Fine Hand Knitting Yarns suitable for Soldiers' Socks, etc.

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED

BENTRO
THE WEAR IS THERE
KNIT

Offerings for 1919

A very complete range of Sweater Coats, Sweaters, Toques, Gloves and Mufflers for Fall are now going out and we bespeak an early inspection on your part.

Conditions are still such that early buying is very advisable–essential in fact–because it enables the mills to take care of all orders in the best way possible.

The new Bentro-Knit Range will spendidly maintain the Value, Comfort and Service reputation for which these lines are justly famous.

Make arrangements now to have our representative call.

The Williams-Trow Knitting Company, Limited

STRATFORD, - CANADA

Representatives:

M. ROBERTSON & CO.
Toronto

MOUAT EOLL & CO.
Calgary

J. B. TROW & CO.
Montreal

A. J. SNELL
Vancouver

O'BRIEN, ALLAN & CO.
Winnipeg

Give Your Customers Underwear Comfort

Sell Them **Turnbull's**

Comfort and quality in large measure are knitted into every stitch of TURNBULL'S UNDERWEAR.

The Fall, 1919, lines now being shown are no exception. The values represented are our usual standard quality.

These are our Trademarks

CEETEE

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL

LOOK FOR THE SHEEP
The purewool underclothing that will not shrink.

TURNBULL'S
UNSHRINKABLE
NATURAL WOOL

Splendid quality plain knitted and special closed crotch.

Turnbull's
PERFECT FITTING

Ribbed underwear very popular with boys and girls—very elastic.

Sixty years of specialization in the making of knitted underwear is back of every Turnbull garment.

We suggest early placing of orders so as to facilitate best possible deliveries.

Sell your customers some one of our three brands and you're certain to please them.

The C. Turnbull Co. of Galt
Limited
GALT, ONTARIO
Established 1859

Victory at Last

TRUE-FIT BRAND WATERPROOF

TRADE MARK REGISTERED

TRUE FIT SW&Co

GUARANTEED TO STAND ALL CLIMATES

British pluck and British determination backed by the able efforts of our Allies have led to the complete downfall of the enemy.

With the return of our soldier boys there is bound to be an increased demand for civilian clothing.

Truefit Waterproof Coats will be popular with the *returned soldier who appreciates something good when he sees it.*

They are made from *Double Texture* guaranteed waterproof cloth, and merchants can sell them, confident that they will satisfy.

Furthermore, we guarantee timely deliveries.

Arrange to see our offerings before you lay in your new stock. If not on our list a postcard will bring our man to see you.

Honor Flag won by our Staff

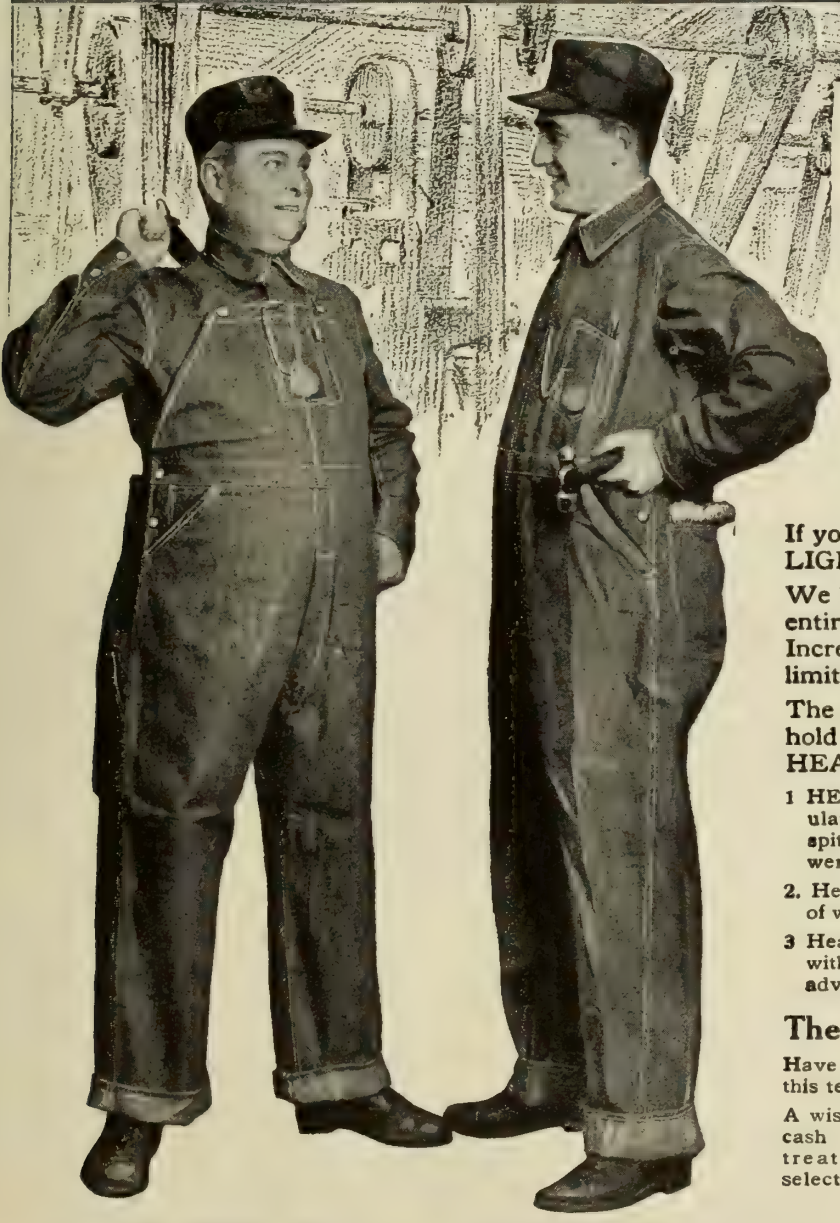
Samuel Wener and Co., Limited

SOMMER BUILDING - MONTREAL

This Ad in full page size appears in The Saturday Evening Post of December 28th

HEADLIGHT
UNION MADE
OVERALLS

OUTWEAR TWO PAIRS OF ORDINARY OVERALLS



Headlight Two-Piece Overall

Headlight One-Piece Overall

For the Business Battle of 1919

Our famous guarantee still holds good. "Wear a pair 30 days. If, at the end of that time you do not say that the HEADLIGHT is the best overall you ever wore, your money will be refunded cheerfully."

Retailers

If you act quickly you can secure the HEADLIGHT line for your town.

We have finished all government contracts. Our entire output is now available for civilian use. Increased production permits us to take on a limited number of high grade accounts.

The HEADLIGHT agency will reinforce your hold on the trade of your town. This, every HEADLIGHT dealer knows. He also knows that:

1 HEADLIGHT OVERALLS have been delivered regularly, without interruption and without substitution in spite of the denim famine when high quality materials were out of the market for months at a time.

2. Headlight orders have been filled *complete* regardless of war conditions.

3 Headlight orders have been shipped at contract price; without exception, regardless of tremendous price advances.

The War Has Applied the Acid Test

Have your lines survived this test?

A wise merchant will cash in on such fair treatment. He will select the line which strengthens the prestige of his store.

Act now. Get the agency for HEADLIGHTS before your competitor beats you to it.

Larned, Carter & Co., Sarnia

World's Greatest Overall Makers

Factories: **Detroit, St. Louis, San Francisco, and Port Huron, Mich.**
Canadian Factory: **Sarnia, Ont.**

Mail This Coupon Today

Request for Samples

We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

*Name*____________________

*Town*____________________

*State*____________________

ATLANTIC Underwear

Consider these 4 Points in "Atlantic" Quality

PLEASURE—because of the soft, comfortable, downy "feel" of Atlantic wool, which is always appreciated.

PROTECTION — because of its hygienic qualities.

PATRIOTISM — because it's made in Canada and is therefore the best.

PROFIT—because it gives entire satisfaction in wear and in price.

You can build business on this full-satisfying "Atlantic" value.

Atlantic Underwear Limited, Moncton, N.B.

Maintaining a Reputation

Every individual suit and overcoat in Peck's 1919 showing carries the responsibility of maintaining a reputation for superiority sustained continually during thirty-eight years.

Our designers, knowing what the well-dressed man of to-day demands, have incorporated in these garments all the style and snap necessary to meet the requirements of particular men.

Made-to-measure

Widen your opportunity by adding an agency for Peck's Made-to-Measure Tailoring to your store.

If we are not already represented in your town, here's a business opportunity well worth investigating.

Apply for agencies east of Fort William to our Montreal office and west to our Winnipeg office.

Peck's

John W. Peck & Co.

Limited

MONTREAL
WINNIPEG
VANCOUVER

WRITE NOW!

We have a well assorted stock
on hand of

Warm Winter Wear

Swedes Fleece Lined
Swedes Wool Lined
Swedes Knitted Lined

Capes Fleece Lined
Capes Wool Lined
Capes Knitted Lined

Mitts Fleece Lined
Mitts Wool Lined

Finished with 1 Dome or Strap Wrist
in Tans or Greys

PERRIN FRÈRES & CIE

SOMMER BUILDING
MONTREAL

P.S. Also tell us your requirements in
FRENCH KID---CAPES *for* MEN AND WOMEN

If interested tear out this page and place with letters to be answered.

Milne's Neckwear News for January

Crepe Failles will be Trade Winners

Our salesmen are starting out with some wonderful ranges in this popular material.

Now is the time to buy. The selection is at its best, and the prices lower than may have to be asked later.

Inspect also our offerings in other materials. We have what you want for your big Spring drive.

WILLIAM MILNE

50 York Street Toronto

New lines continually arriving.
Always inspect the MILNE offerings.

If interested tear out this page and place with letters to be answered.

Peck's

Originality, Style, Comfort, Quality and Variety—

all are combined in Peck's 1919 range of Silk and Cotton Shirts.

With so many different Fabrics and Colorings to choose from your customers' tastes can readily be suited. Our prices are right—better values cannot be obtained anywhere.

We are also showing a particularly strong line of Work Shirts. Every one business bringers.

Don't decide until you've seen these. We'll send you samples if you like.

John W. Peck & Co.

Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL
WINNIPEG
VANCOUVER

Peck's

Dressy Caps

Peck's Caps are now at the peak of popular favor.

We have assembled for Spring as snappy an assortment as the most fastidious dresser could wish to choose from. There are many original and pronounced patterns and a choice selection of staple designs.

Fabrics, Linings, Trimmings, Workmanship—Peck's Caps offer them all in goodly measure.

John W. Peck & Co.

Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL
WINNIPEG
VANCOUVER

If interested tear out this page and place with letters to be answered.

Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
SOLD BY A ROHAUT · 229 FOURTH AVE. N.Y.C.

No Lowering of Prices on Palm Beach Cloth for 1919

OUR knowledge regarding costs, operating conditions, and raw materials for the next eight months permits us to be definitely emphatic.

We give this flat guarantee to every clothier in the country, so that each, in perfect assurance, can order his full needs of Genuine Palm Beach Suits.

THE PALM BEACH MILLS
GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT, *Agent*, 229 FOURTH AVE., N.Y.

FLATO

Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
SOLD BY A ROHAUT 229 FOURTH AVE NYC.

We Caution Against Delays

WHILE we will do our utmost to supply the heavy demands that have been made upon us, there will be a decided limit to our output.

It is needless to point to the homecoming army, and the fact that hundreds of thousands will reach family headquarters just in time to put aside their khaki and don Palm Beach.

Palm Beach will be a new blessing and economy, for it will tide legions of soldier boys over until Fall—in perfect comfort—and with modest outlay.

Buy confidently of the genuine—and safeguard yourselves now.

THE PALM BEACH MILLS
GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT, *Agent,* 229 FOURTH AVE., N. Y.

"When Tommy Comes Marching Home"

Thousands of our fighting men will shortly be doffing the khaki and taking up their old time avocations once more.

This condition will create a bigger demand for sound, serviceable working togs like

Carhartt
Overalls and Working Gloves

Wise dealers should prepare for this increased call by stocking the *Carhartt* lines. The veterans will want the best—big, roomy, well made overalls like Carhartt's are going to win their favor and hold it, too.

You can buy now to advantage. Prices are sure to go up before they commence their long, slow decline. Buying for the *distant future* is inadvisable —buying for the *present* and *near future* is good business.

Our men are now on the road.

Hamilton Carhartt Cotton Mills, Limited
TORONTO UNIT

Toronto **Montreal** **Winnipeg** **Vancouver**

If interested tear out this page and place with letters to be answered.

"Okeh"

"Okeh W.W." from the Sat. Eve. Post of May 4th, 1918

SECRETARIES and attaches at the executive offices * * * testify to Mr. Wilson's originality. For they found him unlike his predecessors from the very day he sent back to them the first memorandum which they had submitted to him for his approval or disapproval and on which he wrote in pencil the curious phrase "Okeh W. W." They hazarded guess after guess as to where the President got the word. They had heard of his wholesome respect for the English language. Finally, after more memoranda similarly marked came to them, one of the assistant secretaries asked the President why he didn't use the abbreviation "O. K."

"Because it's wrong," replied the President as he went on signing his mail. "O-k-e-h" he spelled it out—"is the correct word."

There was a sudden search for dictionairies that day, but though some of the lexicons attributed the use of "O. K." to Andrew Jackson for "Oll Korrect," none made mention of "okeh."

"Look it up in the latest dictionary," suggested the President to his puzzled inquirier. And here is part of what was found:

O.K.—a humorous or ignorant spelling of what should be "okeh," from the Choctaw language, meaning "It is so"; an article pronoun having a distinctive final use; all right; correct; used as an indorsement of a bill.

The
NEW
ARROW
form-fit
COLLAR

CLUETT, PEABODY & CO., OF CANADA, LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER

CABLE ADDRESS "DENTCO"
WESTERN UNION UNIVERSAL CODE

DENT'S D GLOVES

Dent, Allcroft & Co.

MANUFACTURERS OF
DENT'S GLOVES
Canadian Branch

MANUFACTORIES
LONDON England
MARTOCK England
WORCESTER England
GRENOBLE France
BRUSSELS Belgium
NAPLES Italy

WAREHOUSES
LONDON
PARIS
NEW YORK
MELBOURNE Australia
MONTREAL

Montreal, Que.
CANADA

January 1st, 1919

SPECIAL TO THE GLOVE DEPARTMENT

Dear Sir,

Again it is our privilege and pleasure to thank you for your generous co-operation during the past year.

While glove imports have been restricted owing to the great demands in Europe upon labour and supplies of leather and wool, a very marked development in Fine glove manufacturing in Canada has taken place and this industry is now assured of a future which will have an important influence in glove trading.

We are pleased to inform you that our new Factory at Loretteville, Que., now in operation, is the largest in Canada, producing fine gloves exclusively and is equipped with patterns, knives and machinery similar to that used in our European factories and no effort or expense will be spared to produce gloves of the high standard and quality associated with our name.

Our representatives will be pleased to submit for your inspection, samples of Kid, Suede, Cape, Mocha and Chamois gloves, unlined, lined lamb, fur, seamless and wool for immediate and Fall delivery ; also Woollen gloves and Silk and Fabric gloves made in the Hall Dent factory at London, Ont.

Owing to the World shortage of leather and wool, years must elapse before supplies are again normal and prices must of necessity continue high, with, we anticipate, a very gradual easing from time to time. Therefore we venture to advise cautious buying with the proviso that merchants would do well to provide for their legitimate needs now, in order to avoid being caught without suitable merchandise next Fall by which time we feel that the new and greater era of prosperity for our Dominion will have opened.

Youry very truly,

Dent Allcroft & Co

—for immediate

No. 2138—RADIATOR GAUNTLET

One finger mitt. Genuine horsehide. Pure wool knit lined. Split cuff. Scorch-proof. Waterproof. Heatproof, at

$33 doz.

3050/1B

Unlined grey suede, made Prixseam style—1 dome—self bound. Black embroidery on back.

$18 doz.

No. 2126—CUMFY ONE-FINGER MITT.

Genuine horsehide. 4½" wool knit wrist. Heavy pure wool lining. A soft, pliable, warm, durable mitt at

$21 doz.

Wire---our expense---for these

GENUINE BARGAINS

Shipped within 24 hours while the stock lasts.

Travellers now out. Be sure and see our large, well assorted range of big values in

Fine Dress Gloves
For Men, Women and Children

Heavy Work Gloves and Mitts

The HUDSON BAY KNITTING CO., Limited

MONTREAL QUE.

All ready for a huge Cap year

The boys from overseas will want caps. They are used to wearing them.

The growing army of automobilists want caps.

The ever-present boy wants caps.

You'll need a big stock and a safeguarding stock during 1919.

Bear this in mind when looking over the splendid Fall samples with which our travellers are now going out. Cover your requirements early. Then the selection is the widest and early ordering gives the assurance of having the goods when required.

We can fill a certain number of sorting orders.

J. SAMUELS & SONS

77-79 PETER STREET - TORONTO

We Specialize in

Railroad and Iron Workers Gloves

(Union Made)

Our "DREADNOUGHT" GLOVE is Strong and Durable. Note special thumb and finger protectors. All seams reinforced. Made in Horse-Hide and Buckskin.

Sole manufacturers Patent Seamless Forefinger Railroad Gauntlets.

Write for Samples and Prices.

Montreal Glove & Mitten Works

12 Bernard Street - Montreal

Sell the Hanson Sock

TRADE
Hanson
MARK

THIS MARK APPEARS ON ALL OUR SOCKS

WE specialize in the making of heavy serviceable socks for the general trade.

Look for the Hanson Trade Mark—the stamp of quality—on every pair.

Comfort and Wearability have made the Hanson sock a favorite everywhere.

We have maintained *Our Standard* even under war conditions.

Sell it. It's a good profit maker.

George E. Hanson

Manufacturer

HULL, P.Q.

Your Opportunity

"A New Year's Message"

Never before has there been a better market for overalls and work-shirts.

The earning power of all classes of workmen has increased enormously; they are in a position to buy the best available. They know that it is economy in the long run to buy well-made garments.

The margin between income and outgo is wider than ever before. The ever-increasing prices of commodities came slowly, almost unnoticeably. More increases are bound to come and increases will stay.

Now is your time and opportunity to stock up with a line that appeals to the working man. Goods stocked that keep the customer sold is an enviable basis of business trade to the dealer.

KITCHEN'S

"Railroad Signal"

RAILROAD SIGNAL

Union Made

OVERALLS AND SHIRTS

are staunch backers to the trade. The quality and comfort in them satisfies, and this means more business.

Kitchen's overalls are strongly made, roomy, comfortable and neat in appearance. Drivers, expressmen, engineers, farmers, etc., are desirous of having well-fitting and durable garments.

Kitchen's open-front workshirt is something new the working man has always looked for. Kitchen's are the only manufacturers in Canada making open-front workshirts. These shirts are good sellers.

Every dealer should stock up with these two lines. Our advertising will continually liven up your customer trade and increase sales.

Write us re proposition and we will have our traveller call on you.

The Kitchen
Overall & Shirt Co., Ltd.
Brantford, Ontario

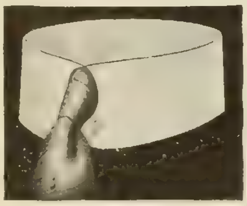
ARROW and DE LUXE SOFT COLLARS

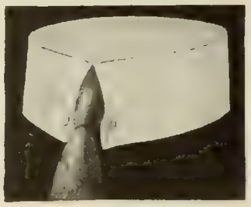
MAIL ORDERS WILL BE GIVEN SPECIAL ATTENTION

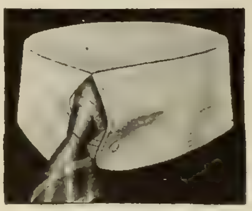
Cluett, Peabody & Company of Canada, Limited

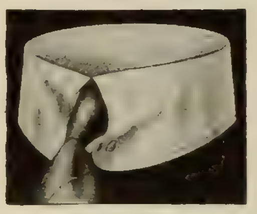
MONTREAL TORONTO WINNIPEG VANCOUVER

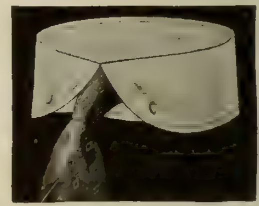
ARROW SOFT COLLARS

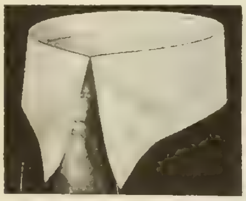

NASSAU
Front 2¼ in.
Back 1⅞ in.
Sizes 12 to 18
Pongee
Price $2.00 Per Doz.

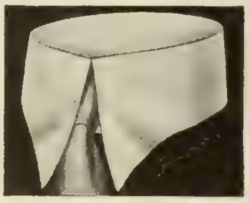

NADINA
Front 2⅛ in.
Back 2⅛ in.
Sizes 13½ to 17½
Plain Repp
Price. $2.00 Per Doz.

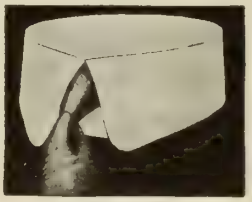

PINEHURST
Front 2¼ in.
Back 1⅞ in.
Sizes 12 to 18
Corded Madras
Price $2.00 Per Doz.

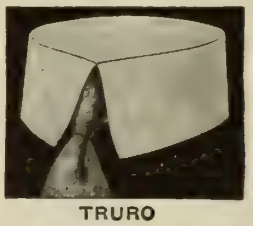

QUINCHY
Front 2¼ in.
Back 1⅞ in.
Sizes 12 to 18
Fancy Poplin
Price $2.00 Per Doz.


HANBURY
Front 2⅜ in.
Back 2⅛ in.
Sizes 13½ to 17½
Plain Repp
Price $2.00 Per Doz.


COMOX
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Fine Pique
Price $2.00 Per Doz

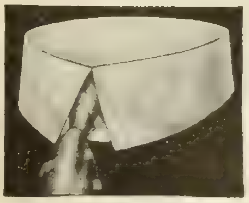

LAKEFIELD
Front 3½ in.
Back 2 in.
Sizes 12 to 17
Corded Madras
Price $2.00 Per Doz.

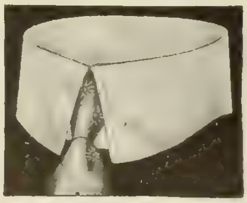

RIDEAU
Front 2⅞ in.
Back 2¼ in.
Sizes 12½ to 17½
Fine Pique
Form-Fit
Price $2.00 Per Doz.

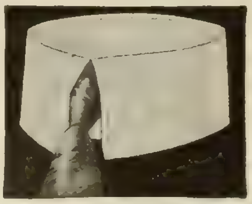

TRURO
Front 2¼ in.
Back 2 in.
Sizes 13½ to 17½
Fancy Poplin
Price $2.00 Per Doz.

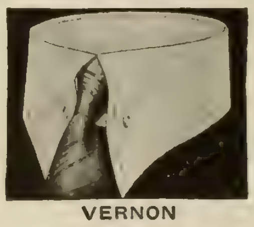
The Styles and Fabrics and Qualities Represent the Markets Best Possibilities.

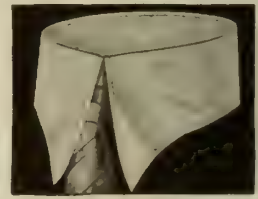
DE LUXE SOFT COLLARS

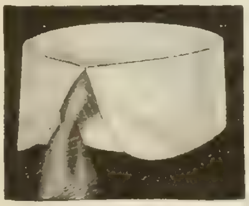

FORDHAM
Front 2 in.
Back 1¾ in.
Sizes 13½ to 17½
Russian Cord
Satin Stripe
Price $2.50 Per Doz.

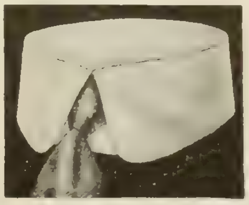

HAIG
Front 2⅜ in.
Back 2 in.
Sizes 13½ to 17½
Russian Cord
Form-Fit
Price $2.50 Per Doz.

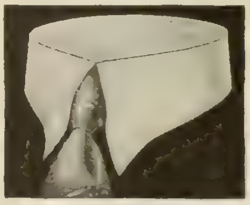

TILSDEN
Front 2⅞ in.
Back 2⅛ in.
Sizes 13½ to 17½
Russian Cord
Satin Stripe Duo-Tape
Price $2.50 Per Doz.

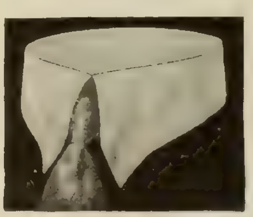

VERNON
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Plain Poplin
Price $2.50 Per Doz.

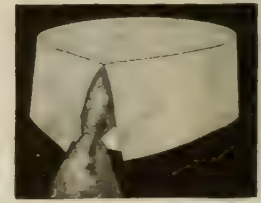

DALTON
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Plain Pique
Price $2.50 Per Doz.


SANDON
Front 2½ in.
Back 2⅛ in.
Sizes 13½ to 17½
Russian Cord
Price $2.50 Per Doz.


COL. BOGEY "K"
Front 2¼ in.
Back 1⅞ in.
Sizes 13½ to 17½
Plain Pique
Price $2.50 Per Doz.


MERTON
Front 2⅞ in.
Back 1¾ in.
Sizes 13½ to 17½
Corded Repp
Price $2.50 Per Doz.

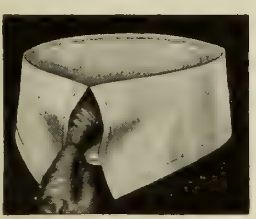

CARMAN
Front 2⅞ in.
Back 1¾ in.
Sizes 13½ to 17½
Price $2.75 Per Doz.


ELKHORN
Front 2¼ in.
Back 2 in.
Sizes 13½ to 17½
Cotton Bengaline
Price $2.75 Per Doz.

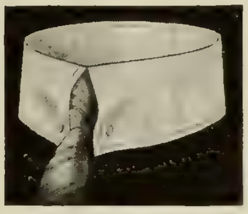
If interested tear out this page and place with letters to be answered.

DE LUXE SOFT COLLARS

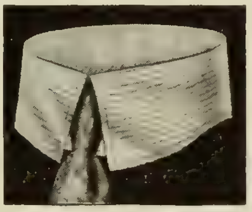
Cluett, Peabody & Co. of Canada, Limited



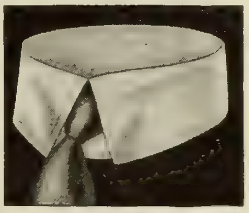
AUSTIN
Front 2⅞ in.
Back 2⅛ in.
Sizes 13½ to 17½
Silk Faille
Duo-Tape
Price $3.50 Per Doz.



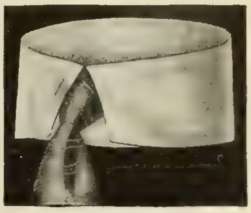
GRETNA
Front 2⅛ in.
Back 2⅛ in.
Sizes 13½ to 17½
Cotton Bengaline
Price $2.75 Per Doz.



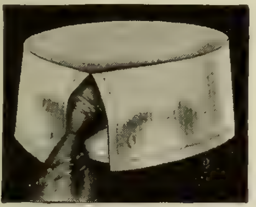
WARWICK
Front 2⅜ in.
Back 2 in.
Sizes 13 to 17½
Fancy Pique
Form-Fit
Price $2.75 Per Doz.



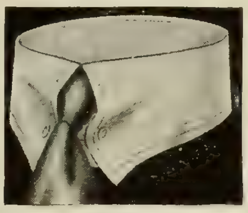
KINGSTON
Front 2 in.
Back 1¾ in.
Sizes 13½ to 17½
Silk Faille
Price $3.50 Per Doz.



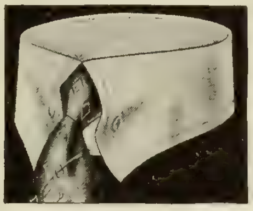
GLENORA
Front 1¾ in.
Back 2⅜ in.
Sizes 13½ to 17½
Habutai Silk
Price $4.00 Per Doz.



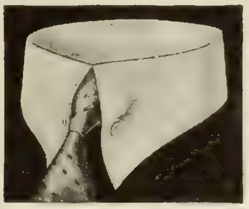
KELOWNA
Front 2⅛ in.
Back 2⅛ in.
Sizes 13½ to 17½
Silk Bengaline
Price $4.00 Per Doz.



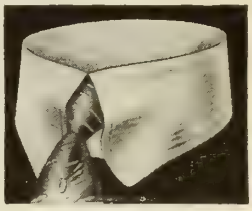
BEVERLY
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Fancy Pique
Form-Fit
Price $3.50 Per Doz.



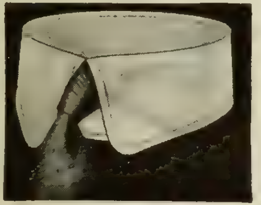
OKA
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Art Silk Pique
Form-Fit
Price $4.00 Per Doz.



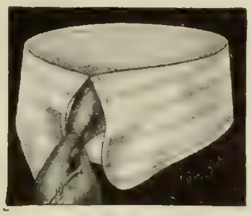
BENITO
Front 3½ in.
Back 2 in.
Sizes 13 to 17½
Corded Repp
Price $2.75 Per Doz.



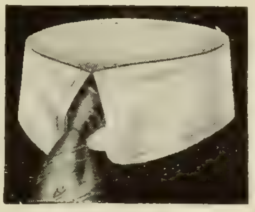
EMERY
Front 2⅞ in.
Back 2¼ in.
Sizes 12½ to 17½
Corded Madras
Form-Fit Duo-Tape
Price $2.75 Per Doz.



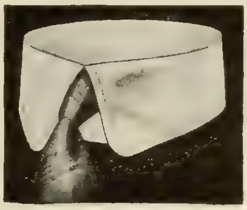
PARMA
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Habutai Silk
Form-Fit
Price $2.75 Per Doz.



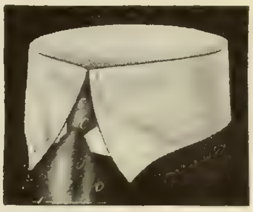
MIDLAND
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Silk Stripe Form-Fit
Duo-Tape
Price $2.75 Per Doz.



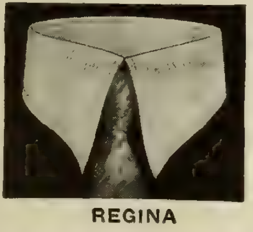
DURHAM
Front 2¼ in.
Back 1⅞ in.
Sizes 13½ to 17½
Habutai Silk
Price $2.75 Per Doz.



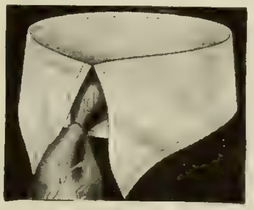
GRANVILLE
Front 2⅞ in.
Back 2¼ in.
Sizes 13½ to 17½
Plain Poplin
Form-Fit
Price $2.50 Per Doz.



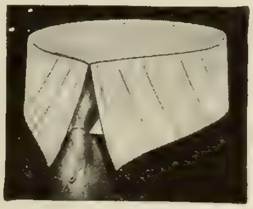
RATHBUN
Front 2⅞ in.
Back 2¼ in.
Sizes 13 to 17½
Art Silk Pique
Form-Fit Duo-Tape
Price $4.00 Per Doz.



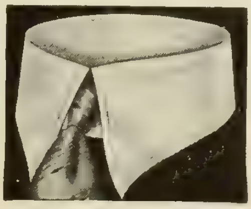
REGINA
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Box Check
Price $2.75 Per Doz.



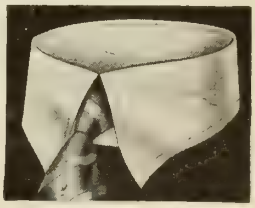
CORDOVA
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Habutai Silk
Price $4.00 Per Doz.



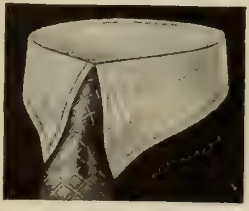
RAINBOW
Front 2⅞ in.
Back 2⅛ in.
Sizes 13 to 17½
Colored Stripe Silk
Duo-Tape
Price $3.50 Per Doz.



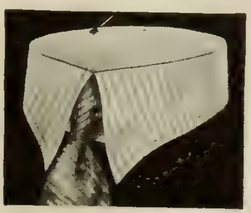
MAITLAND
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Habutai Silk
Price $3.50 Per Doz.



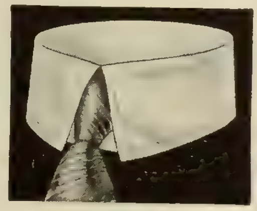
MANITOU
Front 3 in.
Back 2 in.
Sizes 13½ to 17½
Silk Faille
Price $3.50 Per Doz.



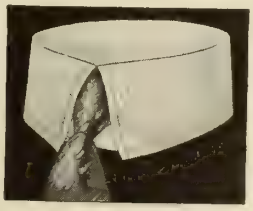
SHELBURN
Front 2⅞ in.
Back 1¾ in.
Sizes 13½ to 17½
Silk Moire
Price $4.00 Per Doz.



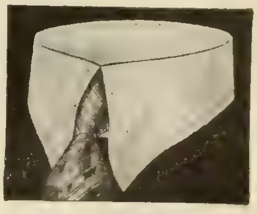
ACADIA
Front 2⅞ in.
Back 1¾ in.
Sizes 13½ to 17½
Crocheted Bengaline
Price $4.00 Per Doz.



SIDNEY
Front 2¼ in.
Back 2 in.
Sizes 13½ to 17½
Silk Moire Duo-Tape
Price $4.00 Per Doz.



ORMONDE
Front 2½ in.
Back 2 in.
Sizes 13½ to 17½
Crocheted Bengaline
Duo-Tape
Price $4.00 Per Doz.



CORONA
Front 3½ in.
Back 2 in.
Sizes 13½ to 17½
Shappe Silk
Price $4.00 Per Doz.

If interested tear out this page and place with letters to be answered.

THE
"HERCULES"

W. K. G.

Blue Railroad Shirt

SELLS ITSELF

Extra heavy, extra strong. Special Blue Indigo Dyed Percale. Double stitched, double seamed—can't rip. Big and long—two collars.

Write to-day for prices and samples of "Hercules" work and Neglige Shirts. Mention this ad.

Prices for Spring Cannot Go Down

May Go Up

To introduce our new line of "Hercules"

Boy's Wash Suits

we have packed a sample dozen, all different styles, which we will send prepaid on request. You may retain the sample dozen or return "Collect." See them — we know your order will follow.

THE HERCULES GARMENT CO.
LIMITED
HEAD OFFICE—MONTREAL
Factories—Montreal and Louiseville, P.Q.

MAKE EVERY INQUIRY A SALE

"Progress Brand" Clothes, Made-to-Measure System, enables you to fill every inquiry to individual taste and quick service.

Write us for particulars.

H. Vineberg & Co.
LIMITED
1202 St. Lawrence Boulevard
MONTREAL

Makers of "Progress Brand" Clothes
Made-to-Measure Department.

"Craftana"

Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If interested tear out this page and place with letters to be answered.

You Will Sell More

Challenge Cleanable Collars

in 1919

This is a bald statement, you will say, but still after reading this advertisement we are sure that you will not only agree with us, but you will get in behind our efforts and give us your enthusiastic support.

DU PONT

The Quality Mark

In the first place our advertising appropriation will be large. National publications with extensive and influential circulation in YOUR territory will carry our convincing selling story to YOUR customers. Local newspapers in the principal towns and cities from coast to coast, street cars and illuminated billboards will also tell the people of Canada just why we know that CHALLENGE CLEANABLE COLLARS are the best.

Handsome mahogany collar stands, counter cards in colors that attract the buyer, booklets and folders that YOUR customers will read, are yours for the asking.

Write for our catalogue. It will tell you our story and incidentally show you the many and varied styles of Challenge Collars that are so much in demand.

Let us impress you with this fact. THIS ADVERTISING IS FOR YOUR BENEFIT. We do not sell CHALLENGE CLEANABLE COLLARS direct, but through YOU, and we want YOU to realize on the profitable results that our publicity will bring to your store.

Look over your stock to-day and order early for 1919 demand.

The Arlington Company of Canada, Limited

76 Bay Street, Toronto

Read Building, Montreal

Travellers Building, Bannatyne Street, Winnipeg

STAR BRAND

SPRING and EASTER NECKWEAR

We have an exceedingly attractive range of Spring and Easter Neckwear, which will be in the hands of our travellers early in the New Year.

Notwithstanding the difficulty in procuring suitable silks, you will find a wide selection both of colorings and patterns, including Swiss and American weaves of rare beauty.

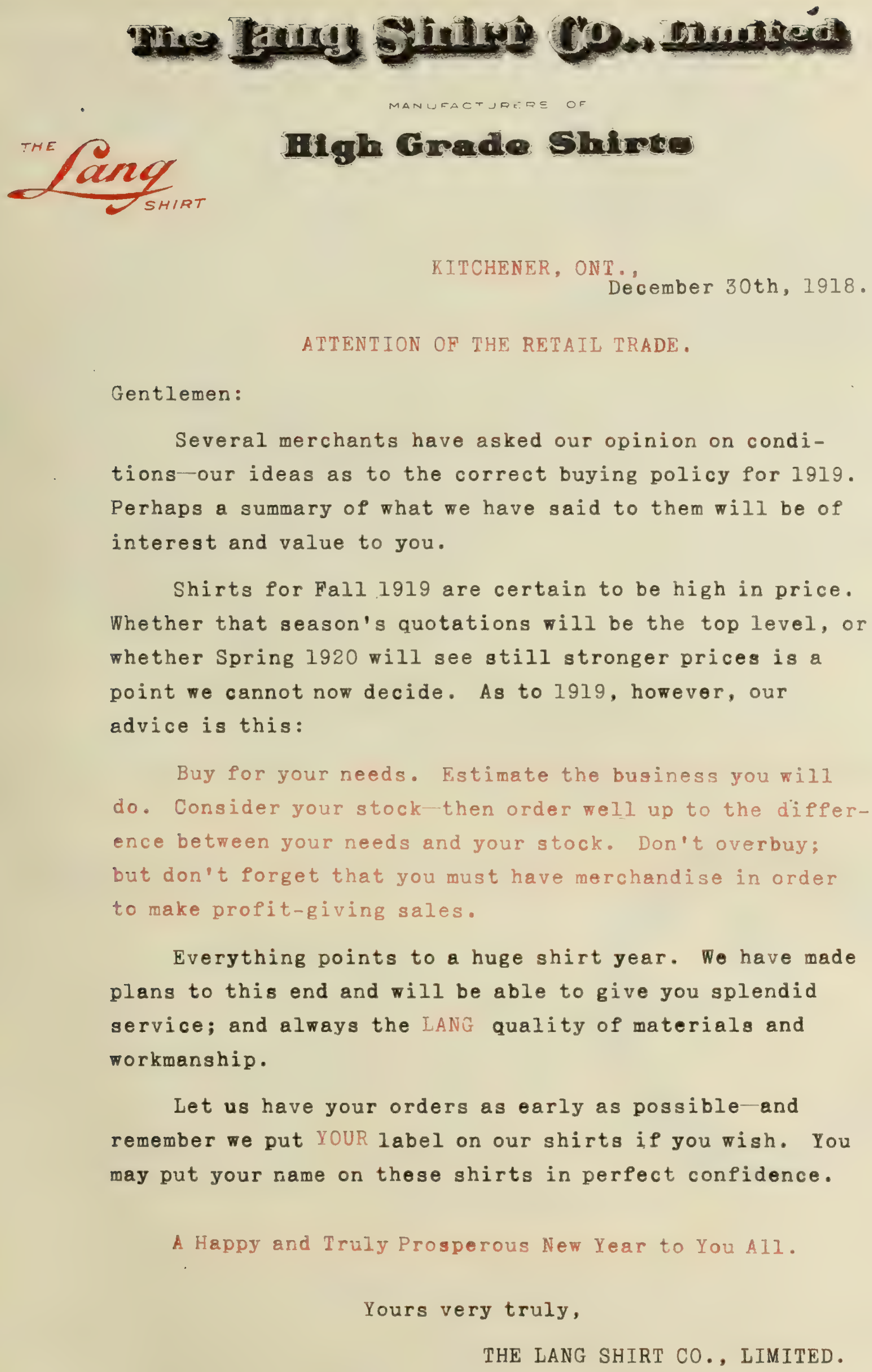
Prices, too, are very reasonable, consistent with the quality and scarcity in the market. Run from $6.50 to $18.00.

An early inspection is advised.

VAN ALLEN CO., LIMITED

HAMILTON -:- ONTARIO

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec,
St. John, N.B., Halifax. Montreal, 153 Notre Dame Street, West.



The Lang Shirt Co., Limited

MANUFACTURERS OF

High Grade Shirts

THE Lang SHIRT

KITCHENER, ONT.,

December 30th, 1918.

ATTENTION OF THE RETAIL TRADE.

Gentlemen:

Several merchants have asked our opinion on conditions—our ideas as to the correct buying policy for 1919. Perhaps a summary of what we have said to them will be of interest and value to you.

Shirts for Fall 1919 are certain to be high in price. Whether that season's quotations will be the top level, or whether Spring 1920 will see still stronger prices is a point we cannot now decide. As to 1919, however, our advice is this:

Buy for your needs. Estimate the business you will do. Consider your stock—then order well up to the difference between your needs and your stock. Don't overbuy; but don't forget that you must have merchandise in order to make profit-giving sales.

Everything points to a huge shirt year. We have made plans to this end and will be able to give you splendid service; and always the LANG quality of materials and workmanship.

Let us have your orders as early as possible—and remember we put YOUR label on our shirts if you wish. You may put your name on these shirts in perfect confidence.

A Happy and Truly Prosperous New Year to You All.

Yours very truly,

THE LANG SHIRT CO., LIMITED.

WREYFORD & COMPANY, TORONTO

WHOLESALE MEN'S FURNISHERS—MFGRS. AGENTS

We are reckoning on peace conditions to help our phase of the business, the import of high class goods, very materially.

Our buyers are now in Europe, and anything new and of good value offering our travellers will have to show you in time for Fall trade.

In the meantime our present stocks, and goods on way, are lower in price than can be bought for to-day, therefore we can give you good values for Spring.

English Cashmere Half Hose, $6.00, $7.50, $10.50 dozen.

Summer Union Suits, same price as Spring, 1918.

We are the Dominion agents for

YOUNG AND ROCHESTER
London and Londonderry

Manufacturers of Shirts for Dress and Sports, Pyjamas, Dressing Gowns, Vests, Neckwear and Mufflers.

TRESS & CO., London and Luton

Manufacturers of High Class Hats, Caps and Straws. The Tress cap has no equal; prices are not low, but values are good. Leading shapes—"The Broadway," "Mascot" and "Strathmore."

EBBLEWHITE & CO., Manchester,

Manufacturers of Fine Coats for "Field Service," Sporting and City wear. Specialties—The "Emcodine" and "Quorn" coats.

WREYFORD & COMPANY, TORONTO
Wholesale Men's Furnishers and Mfgrs. Agents---Military Outfitters

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J·A·HAUGH MFG. CO. LTD.

Prices Steady for 1919

In spite of difficulties we have been able to get together splendid ranges in Overalls, Shirts and Trousers at practically the prices quoted during the closing months of 1918.

You will be delighted with the qualities our Travellers will now show. We suggest your estimating your requirements and ordering at once.

This **is not** a time for speculation; but this **is** a time to cover requirements. Goods are not plentiful and you will make no mistake in ordering early.

J. A. Haugh M'fg. Co., Limited
659 King West, TORONTO
Mfrs. Arm and Hammer Work Shirts, Overalls and Trousers

If interested tear out this page and place with letters to be answered.

The Dawn of a Promising Year

The year 1918 will go down in history and in all our memories as the most notable, the Great Victory of the Allies being a joyful climax. And with the dawn of Peace we look forward to an even greater and brighter New Year.

Many new industries have sprung up and become firmly established during the years of war, and *"Made-in-Canada"* will stand more than ever for the *"Very Best."*

Gradually, also, the market of the world will again be opened and retailers will be offered merchandise of every kind. This will take some time, though, as all Europe has to be supplied first.

For the year 1919, therefore, we will have to rely chiefly on stocks on hand and the products of our own factories.

In this we are particularly fortunate with a large and splendidly selected stock in our warehouses and our own well-equipped factories for the manufacture of our many specialties.

LARGER RANGE THAN EVER OF OUR WELL-ESTABLISHED BRANDS

"Racine" Working
"Hero" Fine
"Strand" Chemise de Luxe
} Shirts.

"Life Saver" Overalls
"Samson" Pants
"Record" Sox

All productions of our own factories.

May the New Year bring not only Peace, but Prosperity and Happiness in an increasing degree to all of us.

Alphonse Racine, Limited

Everything in Furnishings for Men and Boys

60-82 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.
Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

If interested tear out this page and place with letters to be answered.

THE J. B. GOODHUE CO. LTD. ROCK ISLAND, QUE. MANUFACTURERS OF STAR BRAND OVERALLS, SHIRTS, PANTS &c.

Plenty of Working Clothes Needed for 1919

Plenty of work for men in 1919 is the statement in an article in December issue of "Men's Wear."

This means a steady **demand** for working clothes.

Goodhue's Star Brand Overalls

are selling rapidly. Mechanics, railroad men, garage men, motorists and farmers appreciate their substantial manufacture, wearing qualities and increased comfort. Moreover, we are creating a demand with consumer advertising and dealer helps.

Make up your spring shipments now and order TO-DAY, thus assuring a liberal stock on hand.

The J. B. Goodhue Co., Ltd.

ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg.
Ottawa: 76 O'Connor St.

Will you get your share of the Boys' Trade during the coming period of Reconstruction?

The boys' earning power will not diminish during the coming period of reconstruction. Rather will it increase, and so the boy will continue to rank as a customer of first importance.

Win the trade and the confidence of the boy by stocking

LION BRAND BLOOMERS

which for appearance and wearing quality are unexcelled anywhere.

Just what you need to make things hum in your juvenile department. Try Lion Brand Bloomers.

The Jackson Mfg. Company

CLINTON, ONTARIO

Factories at Clinton, Goderich, Exeter, Seaforth

If interested tear out this page and place with letters to be answered.

1575/1
Chrome Tan Railroad Stock.

476/5
Grain Horsehide, Double Palm.

ACME

TRADE MARK

WORKING GLOVES AND MITTS

1860/1
Peccary Pigskin Roping Glove.

Sandy
Grain Horsehide.

THESE illustrations represent half-a-dozen "best sellers" for Spring or Fall delivery.

Operating five tanneries and factories we enjoy unique facilities enabling us to produce a line of working gloves and mitts that is *absolutely unparalleled* in Canada. You must see these samples to appreciate this fact.

Salesmen now out.

1563
Chrome Tan Railroad Stock.

1524
Chrome Tan Railroad Stock.

OTHER ACME PRODUCTS

Fine Dress Gloves
Knit Goods Larrigans
Mackinaw Clothing
Sheep Lined Clothing
Moccasins Overalls
Shirts, Etc.

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

Head Office & Main Factory
MONTREAL

Branches:
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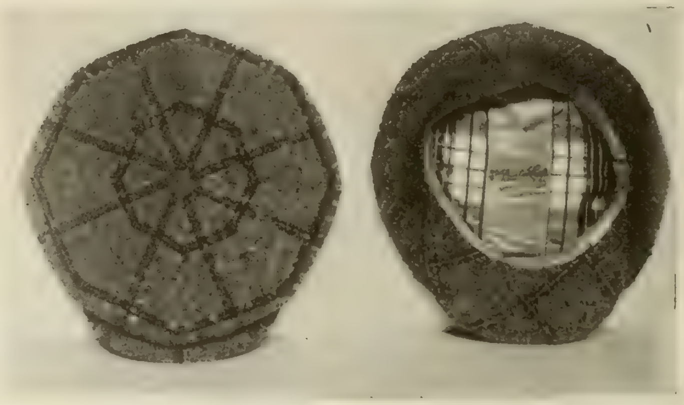

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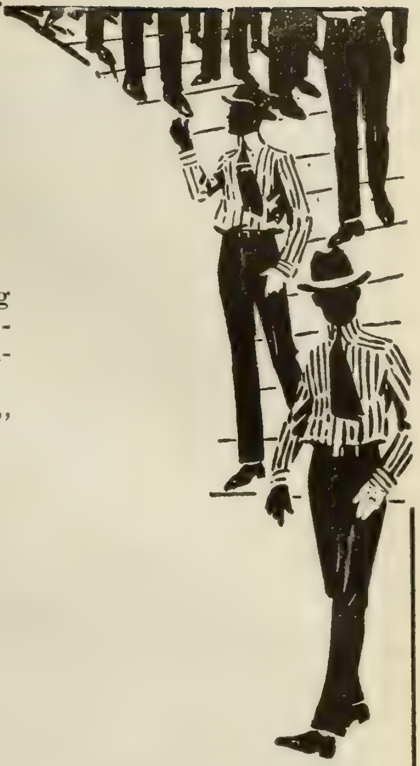

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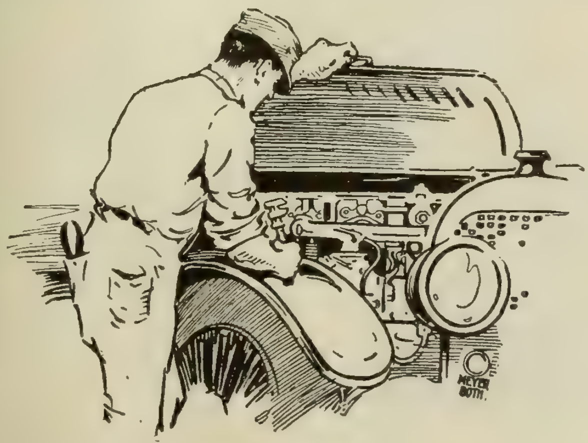

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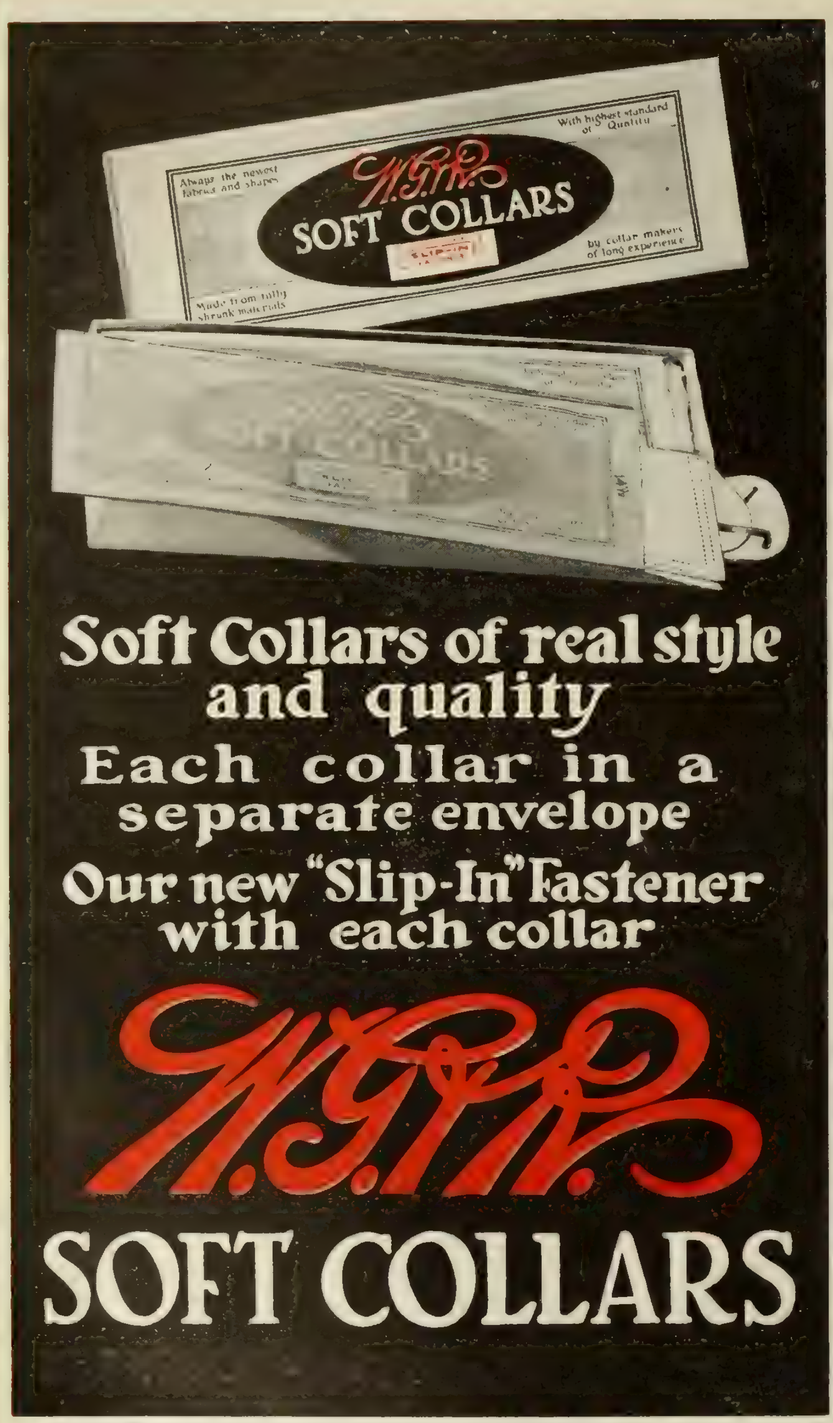
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MEN'S WEAR REVIEW

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—here's the last word from New York!

—the continent's business barometer

Mr. Henry Greisman, general manager of the King Suspender and Neckwear Co., has just returned from New York.

He interviewed most of the leading manufacturers of the raw materials that go into King Suspenders and King Cravats.

This is Their Story

"Prices of raw materials will not take any noticeable drop for some time to come. Supplies are limited. Skilled labor is scarce and wages high.

"The output of the American market must now supply the peace needs of Europe as well as our own requirements."

Let These Facts Sink In

Our advice to our customers is to buy their supplies for some time to come, as there will be no price reduction in the near future.

We'll be glad to cover your requirements as far ahead as our limited supplies will allow.

The King Suspender and Neckwear Co.

TORONTO, ONT.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, JANUARY, 1919 No. 1

Increase in Soldiers' Post-Discharge Pay Means $100,000,000.00 for Returned Men

This, and Evidence that Workers Are to be Widely Employed at Goodly Wages, Makes Prosperity Seem Certain for Men's Wear Merchants

PEACE and plenty have gone hand-in-hand so long that the words naturally join like bread and butter. Peace is now at hand, and despite the fact that this peace is like no other—following as it does the most appalling war in all history—it yet appears that with peace there will again come plenty, for us in Canada at least.

A NEW ERA

The year 1919 sees the dawn of a new business era. The old days have passed away. No more does the men's wear merchant see young men pass his store to be customers no longer. Now he sees former customers returning—returning with money a-jingle; with victory behind and hope ahead. No more does the merchant face such perplexing problems as in the war days. High prices still exist, and will for many months; yet the problem of financing the business is not the tremendous one it has been. All along the line the situation is improving. The end of advancing prices is in sight. The number of store customers is leaping, and the buying power of these customers is very evidently to remain high.

BUSINESS ARC LIGHTS AHEAD

It will be well at this the commencement of a great new year to peer ahead, observing the facts that shed a bright light over the business road to be travelled.

Here is the word of the Minister of Militia that commencing with January the boys will be brought back from the front not at the rate of 20,000 a month, as in December, but 30,000 a month. Plenty of new customers surely—or old customers returned which is even better.

Here is the fact that the military regulations have been so altered that a returning private or an officer may retain his uniform—has not to hand this in at the centre of his military district—business, therefore, for whoever is able to impress the returned man that in this store he may get value.

MORE MONEY FOR SOLDIERS

Here is the new regulation regarding pay after discharge. There has been talk of increasing the allowance given returned men to assist them in buying their civilian outfits. It was felt $35.00 was not enough for this, but instead of changing this allowance the Government has announced that the men who have served at one of the war theatres will all receive three months' pay following their discharge, as in the past; and that there will be additions on a sliding scale so that a man who has served three years and has been to the front will receive not three months' but six months' pay; a man who has been under arms two years, not three months' pay but five months' pay; a man who has served one year not three months' pay but four months'.

MEANS MUCH TO PRIVATES AND OFFICERS

Think what this means! In the first place it means a lot of money to be spent for necessities such as men's clothing. It means men now returning will receive at least $133 and as high as $200—this without their wife's separation allowance which will also be paid, or another $25 a month for four, five or six months. It means vastly greater sums for sergeants, lieutenants and higher officers.

Moreover, this money grant is retroactive. It goes not only to the man who is returning but to the man who has returned and who received post-discharge pay on the old three-month scale. For him, and all like him, there will be a lump sum coming of the difference between his three months' pay and separation allowance, and the four, five or six months' pay and separation allowances to which he is entitled under the new scale.

REASON TO EXPECT BIGGER BUSINESS

The Financial Post estimates that $100,000,000 will be paid out by the Canadian Government as a result of this increase in the post-discharge pay. Surely that should do much to make possible the soldiers' return to civil life; surely that should mean even bigger business than has been expected for the men's wear trade.

The soldiers are coming back. The soldiers need clothing and have the money to buy it. Doesn't that spell opportunity for the men's wear merchants? It spells opportunity upon which many have already commenced to realize.

WHAT OF THE MEN WHO STAYED?

Some three hundred thousand men are coming back from overseas. Some million and a half have been here. The addition of the 20 per cent. means more than an increase of 20 per cent. in the purchases of men's lines because of the huge needs of the 300,000; because, also, many of the men who stayed at home have been buying sparingly.

What will be the future buying policy of these million and a half Canadian adult male citizens—or residents—who have been in Canada since the outbreak of war? Will they have the money to buy? All will admit the readiness to buy if the money is available.

SHIFTS IN JOBS, NOT UNEMPLOYMENT

Yes, surely these men will have the buying power. To quote one instance will perhaps explain why. The editor of *Canadian Grocer* asked the heads of two of the big flour mills if they would be able to reduce the number of hands employed or to reduce wages. To both queries both men gave the same answer—no.

"But," said they, neither knowing the other was being consulted, "I'll tell you what we will do. We'll let out some of the foreigners who have been so insulting during the war days. We're doing it already, filling their places with the old employees coming back from the front. In that way we get better workers and increase our output, but we don't increase our wages."

WHERE THESE MEN GO

"And this is worth remembering," said these two large millers, "the foreigners we are letting go as we can replace them with better, more dependable men, are not being thrown on the labor scrap heap. They are merely finding their old level. They are going back to their pre-war occupations—to the lumber camps, to the railroad construction jobs, to the Welland Canal, to all these works which have been discontinued for the period of the war, but which are to be entered upon with a rush now."

WORK FOR ALL

And so it is. This rough labor is being replaced in the mills and factories with returning skilled labor—skilled labor returning from munition plants as well as the front; and the rough labor is going to the old construction work—to the big power work at Niagara Falls, to the nine million dollar section of the Welland Canal, work upon which is being resumed at Thorold.

Work—surely in a land like Canada there is going to be work a-plenty for all when the world is hungry for just the things Canada can best provide. Surely, then, there will be plenty for all in Canada, and plenty of business for the men's wear merchants during 1919.

Current Events in Photograph

THE GREAT DAM AT BASSANO, ALBERTA

Water sufficient to irrigate 440,000 acres is diverted by the dam, which is one of the largest of its kind in the world. The concrete structure is 720 feet long and it raises the level of the Bow River by 46 feet. The dam is part of the system which supplies water for what is known as the eastern section of the territory to be irrigated. The outlay in connection with this has totalled about $8,000,000, and there are about 2,500 miles of distributing ditches which take the water to all parts of the country.

GOVERNMENT WILL TAKE ALL KHAKI CLOTH MADE UP

This Will be Used for Uniforms of Various Services in Canada—Soldiers' Allowances to be Increased—Provision Made to Enable Returned Man Buying Civilian Outfit in His Home Town

By our Ottawa Resident Correspondent

Ottawa Office MEN'S WEAR REVIEW

THE orders for underwear and overcoats for Siberia, which came so unexpectedly to the trade, was apparently just as much of a surprise to the Militia Department and the War Purchasing Board. It came by cable and was for immediate shipment, so that the goods were to a large extent picked up among the dealers. The underwear order was for 150,000 suits and the price allowed was from twelve to eighteen dollars a dozen. As the buyers could not fill all the order at this price, it was afterwards raised to a maximum of twenty-four dollars.

The number of overcoats purchased was 30,000 as outlined in December MEN'S WEAR REVIEW. The prices paid for the first twenty-five thousand or so were about $22.00, but this was raised afterwards.

MAY OR MAY NOT BE MORE

The order came from the British War Office by special cable and the department has no knowledge of further orders to come, and in fact does not expect them, although this does not necessarily mean that no more will come.

As to just what the goods were for, nothing is known, but the general opinion is that they were for distribution among the civilian population in the vicinity of Vladivostok; perhaps somewhat in the manner of those distributions of beads and mirrors with which explorers used to propitiate the savages in Canada, or of the testaments which the missionaries used to introduce themselves. From all reports coming from Russia, a good heavy undershirt would be about the best letter of introduction anyone landing there now could carry. It would be more acceptable than even a testament. It can easily be seen that it would be good policy for a military expedition to grease the ways for themselves and secure the goodwill of the people by beginning their occupation of the country by a distribution of warm clothing where such things are so much needed and so scarce. It would seem to be not improbable that, if the impression produced proved satisfactory, the policy would be continued. It is certain that Russia must be clothed and fed from outside sources for some time to come. It seems likely now that Red Cross work in Canada will be diverted there after the need among our own troops is reduced.

MILITARY DEPARTMENT SAYS ALL CORRECT

So far as the Militia Department is concerned, there is absolutely nothing in the reports that the men have been receiving orders for goods in lieu of the thirty-five dollar allowance to purchase clothing. It is expressly provided by Order-in-Council that the payment must be in cash, and the Militia Department has no knowledge of any infringements of the order. The Retail Merchants' Association here say they have had no complaints in this regard, either.

INCREASE IN SOLDIERS' ALLOWANCES

The complaints regarding the inadequacy of the sum of thirty-five dollars allowed the discharged soldier for the purchase of his civilian outfit has received the serious consideration of the Militia Department. This sum will not be increased, but in a few days there will be an Order-in-Council passed which will increase the rate of post-discharge pay according to the years of service up to six months, in line with the suggestion made by General Mewburn recently. He said he was in favor of increasing the post-discharge pay from three to six months. It is possible that this will apply only to those who have gone across. It will involve a sum of one hundred million dollars, in any event, and, as mentioned above, the Government had in mind this matter of the allowance for civilian outfit of the discharged men.

SOLDIERS ENABLED TO BUY CIVILIAN OUTFITS IN HOME TOWNS

Another important question which has been in the minds of dealers in men's wear is as to whether the men will be allowed to retain their uniforms. It has been decided that they will be allowed to retain everything except their weapons. *This means that they will be in a position to go where they desire to buy their clothes, and not have to buy them at the point of discharge. The merchants have desired, quite properly, that those who will be living in a certain locality should be able to buy their civilian outfits there.*

With the sudden coming of peace, manufacturers of war material of all kinds found themselves in a rather difficult position, and there was no class more seriously affected than woollen manufacturers. Two days before peace came, the mills had been asked to speed up on their contracts. Towards the end of November there was an intimation that all the supplies ordered might not be needed, but nothing was known certainly as to what the reductions would be. The mills were told not to tie up too much material. Two days later all orders were cancelled. From 40 to 50 mills were working on Government orders. The cloth and blanket mills particularly were not anxious for Government orders, as the price fixed was not sufficiently attractive, and the orders were taken largely as a matter of patriotism.

RESTORE CANCELLATIONS

The cancellations came at a time when the most hardships were imposed on the mills, as they could not then get orders for the class of goods they were able to make. They had no place to turn for immediate business.

and it looked as though they would be obliged to close down at a time when employment was most necessary.

When the situation was explained to the War Purchasing Commission, they dealt very fairly with it. The mills were filled up with expensive wool, practically useless for any purpose but war orders. The Commission has now agreed to restore fifty per cent. or more of the cancellations, and this will tide the mills over for the next two or three months, and will absorb a great deal of the wool now in the hands of the mills.

It is hard to get a line on the price of raw wool now because there is not a pound being sold. At the wool auction in Boston on Dec. 18th there was an unexpectedly good demand, and the price was only about ten per cent. off from the Government set prices, but that is much higher than the price of Government owned wool in Canada, so that it is selling there at a higher price than it was in Canada before war ceased. For that reason there does not seem to be any chance that the price of manufactured goods will decline. And there is no sign in a reduction in wages or other costs.

The Canadian Woollen Manufacturers' Association is acting in co-operation with our Trade Mission in Great Britain, and a representative, D. L. Carley, of Toronto, left this week as a representative of the Association, which now comprises 71 mills, and will be about one hundred if the felt mills join up, which it is expected they will do.

Mr. Carley is taking over samples of blankets, cloths, and men's women's and children's underwear, socks and sweaters. He is accredited to the Trade Mission for the purpose of securing orders, and is being sent at the expense of the manufacturers.

The War Purchasing Commission is taking all the khaki cloth made up or in process of manufacture. They can dispose of a good deal of it for army purposes, and what is not needed for that can be dyed up in the piece and used for overcoatings, etc., for officials in the various services in Canada. Khaki takes a good dark navy or black color.

It should be thoroughly understood that there will be no dumping of any of the supplies in the hands of the War Purchasing Commission. They are looking after that very carefully. Every discharged soldier is to keep his underwear and socks, and if they are not in good condition, new ones will be given him.

It is interesting to recall that at one time it was proposed to have the mills make up four standard patterns of cloth for the civilian suits of the discharged soldiers, but the idea was abandoned for several reasons. In the first place, the soldiers did not take to the idea; then the clothing dealers, both wholesale and retail, objected.

The Trade Mission, it may be said, has great hopes of good orders coming to Canada. *There is a report that there is such a scarcity of woollen goods in Great Britain that wholesalers here have been able to ship last year's goods back there at a profit after paying two freights.* If that is the case, we can compete in that market for emergency orders, even if we cannot compete with British woollens under normal conditions. The United States are preparing for large orders there, and we can compete with them in cottons and have a little cheaper raw wool.

An Interior View of E. R. Fisher's Fine Ottawa Store.

One View of E. R. Fisher's Model Store.

RETAILER LOOKS FOR BUMPER YEAR IN 1919

E. R. Fisher of Ottawa Speaks of Prices, Present and Future—Also With Evidences of Big Business Already Manifesting Themselves

WHAT does the seeming near approach of peace mean to the men's wear trade?

Listen to the plain statement by a leading retailer, written in reply to a letter from MEN'S WEAR REVIEW'S Editor.

Just a year ago MEN'S WEAR REVIEW dealt with Mr. Fisher's opinion that business would be good in 1918, and quoted his intention to buy 25 per cent. more than he had for 1917. It was to see how this anticipated condition of 1918 business had developed that MEN'S WEAR REVIEW wrote. It is therefore with reference to this point that Mr. Fisher first speaks.

"I did not make any mistake when I sized the situation up that 1918 would be quite the largest business year that we have ever had. Up to the present time our increases are quite up to our expectations with November showing very marked increase, more so than any other month. *I might say that I attribute this very largely to the fact that October fell off for quite some sum; this was caused, no doubt, by the epidemic—Board of Health having closed our stores at four o'clock in the afternoon and on Saturday. However, I am quite satisfied that any loss in October is going to be looked after in November, with November's increase as well.*

"You asked me how, with so many young men taken out of the country, we were able to increase our business this year. The fact that we have laid a very solid foundation in the years that are gone is largely responsible for this. Then, too, when we saw many of our young men taken from our list we went out in a little stronger manner after the business and professional men within our gates, and I am glad to be able to say that our efforts were not in vain. The trade we secured from these men more than offset the loss of the young men going."

It is in reply to MEN'S WEAR REVIEW'S query as to the present under the new conditions, and as to the future, that Mr. Fisher next speaks.

"Your next question is rather a hard question to answer, and all I can do is give my humble opinion in the matter. *I do not think for a year at least there will be any marked change in the price of woollen merchandise.* There may be in the staple lines of grey, navy blue and black, the looms which are now making khaki will be very shortly turned to the making of plainer fabrics, but *I do not believe that for ten years will the buying public be able to walk in and buy suits and overcoats made of pure wool at the prices they are retailing to-day.* I am speaking now of the merchant who foresaw conditions and who in 1917, for his staple business at least, looked after his needs for '18 and '19 at 1917 prices. This was quite possible to do if a merchant was awake to what was coming, and I am glad to be able to say that for staples at least in overcoats and suits we shall require very, very little until the spring of 1920, and I expect by that time a readjustment of prices very much below what is being asked for the coming season. In fact, in our stock to-day there are hundreds and hundreds of suits and overcoats that are being retailed with a good margin of profit at less than we can buy them from the wholesale. As the advances shown from this season to next have been very marked I personally look for tremendous business in 1919.

"We are already feeling the effects of peace in this way, that many young men who were liable to come up very shortly will now never be called and who were going with their old garments because of this, who now are opening up and spending their money for new togs; and when demobilization of the young

Continued on page 46

PRICES UP 25 PER CENT., AND KNIT GOODS STOCKS LOWER—WHAT SHOULD BE BUYING POLICY FOR 1919?

A FEW days now and the Canadian knit goods houses will be sending representatives to the retail trade with Fall, 1919, samples. At this time, therefore, it is possible to give a definite idea as to prices, and once again there is need of recording advances—advances all along the line.

As to the future, some uncertainty is evident, but for the most part the opinion is that the prices for Fall, 1919, are to be at the high level which will precede a slow but steady decline to something more nearly like pre-war prices.

HIGH PRICES FOR WOOL MUST CONTINUE

Speaking broadly, prices are to be from 10 to 40 per cent. higher for Fall, 1919, over the preceding season. There seems no help for this. England still controls the wool situation. England has bought the next two clips from Australia, the great wool source, and has unquestionably guaranteed the price to be paid for these clips. The result is that England is now the possessor, to all intents and purposes, of wool which is not yet grown. This has been bought, upon the understanding of a future payment, at such prices that the wool will have to be resold at high prices in order for the British Government to clear itself.

This situation makes it seem that wool will not drop for some time. But of course transportation charges will drop to some extent as will also war insurance rates. Then the cost of converting wool into yarn and yarn into knit goods may drop slightly as a result of changed labor conditions, making it possible for Canadian spinners and knit goods men to get both wool and better labor more easily. But this is for the future. For the present the spinners have bought their tops and have paid for these on a high basis. They must, therefore, sell their yarn at a high price in order to cover.

HUGE DEMAND WILL STEADY PRICE

If there is any strength in the law of supply and demand—and in spite of the talk of agitators many there are who believe this is still the great factor in fixing prices—the cost of knit goods generally will remain high. The need of Europe for knit goods at the present time is exceedingly great. Europe will need not only wool but will need the goods made up from the wool—this because the production of many European countries has been so tremendously upset by reason of war conditions. To do her share in giving the relief to Europe, and to secure the business which seems available there, Canada has representatives on hand soliciting orders for the Canadian knit goods and woollen mills—canvassing the situation thoroughly to see what is wanted and presenting samples to show what Canada can give. However, details of this are printed elsewhere in this issue. The only point necessary to make just now is that this situation will be one which tends to make a huge production of wool desirable; one which tends to make the production which is possible all too small for the huge needs; one, therefore, which makes the indicator point to high prices, though perhaps not quite so high as are obtaining for Fall, 1919.

As a matter of fact it seems that only lower wages can bring prices down. One Canadian mill is talking of closing down in order to bring about an equalization of labor. The contention is that during war times many young fellows who were not skilled hands got a wage for which they gave a rather small return. However, the great majority of the mills intend taking no such step. Indeed their opinion is that the condition is still going to be one where workers are eagerly sought. There will perhaps be more selection of workers now. Superintendents will be able to select helpers with a little greater care, and production, therefore, will be better and greater. However, aside from this greater production from the same number of labor units, there does not seem to be any immediate likelihood of a great saving in the cost of producing knit goods as a result of good labor.

STOCKS ABOUT BACK TO NORMAL

Approaching this season, when the knit goods for Fall, 1919, *will be largely bought, it is well to consider the condition of stocks. An inquiry as to these, both in the wholesalers' hands and on the shelves of the retailer, leads to the belief*

KNIT GOODS ADVANCES TYPICAL—AND NECESSARY

NO wonder knit good prices for Fall, 1919, are causing the wholesale and retail trade to consider carefully the situation. It was hardly expected there would be much advance for this season—although when the facts are considered it is very easy to understand what causes the advance—and the steep upward movement is a little surprising.

Fleeces are going to the wholesalers at fully $1.50 higher than the price asked a year ago—this for the very cheapest quality.

Ribs are $3.50 in the cheapest line above the prices asked a year ago.

Cashmere hose are now $4.00 up over the prices of a year ago.

These advances mentioned are only for certain lines but are quite typical. Moreover, they are quite necessary as is indicated elsewhere in this issue.

that Canadian stocks of underwear and other knit goods are, at the present time, much lower than they have been for the past two years. One good judge of the situation, who, moreover, has had a splendid opportunity to go about in the trade lately, is of the opinion that the stocks at the present time are not as large as are held at this season in normal years—that is in pre-war years.

It is hard to estimate whether this is quite a correct summary of the situation. Certainly there is this to be said, that the Government has recently bought largely and in a hurry, of the heavier style of underwear. These goods were purchased right out of stock of wholesale houses—in a few instances from the stocks of large retailers. That did a great deal to decrease stocks. Moreover, during the Fall season, sorting has been light. November, usually a splendid sorting month, was very light this year. December was in some instances a better month, but taking it all in all the policy of the retail trade during the two closing months of 1918 seems to have been one of stock reduction as far as knit goods went.

BUY FOR NEEDS

Now there comes the need of deciding the 1919 buying policy, and the opinion on the part of wholesalers and retailers—moreover, the opinion which many manufacturers seem to feel is that of the wise merchant—is this: That the business for Fall and Winter, 1919, should be estimated. The stock on hand should be ascertained, then the difference between the stock on hand and the retail business which it is expected to do, should be figured.

This gives the retailer knowledge of what he will require and he should cover a large percentage of that as a placing order.

Unquestionably there are some false conceptions as to the situation. One merchant, getting late delivery of some underwear which he had purchased for 1918, sent word to the manufacturer that he would take this if he were protected against next year's price; that is, he would accept delivery for 1918, if he were assured that he would get a rebate for any difference between those prices which would be put upon the Fall, 1919, goods. This man was assured that all he could expect for 1919 was higher prices and upon that ground gladly took in the goods.

Already there are indications that hosiery buying is going to be very heavy. These stocks seem low.

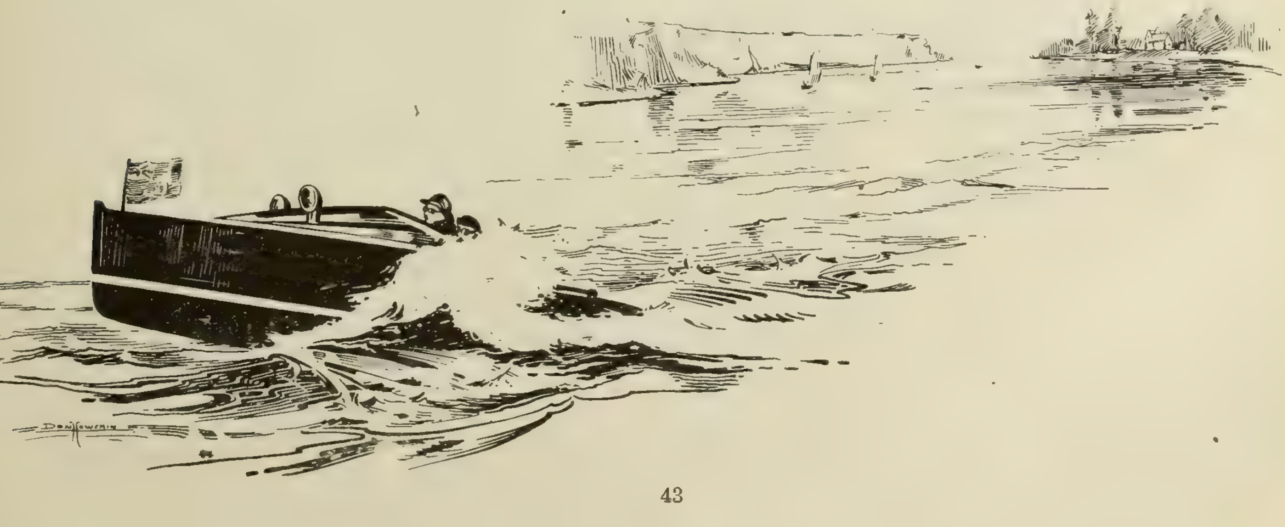
WHY WOOL CAME DOWN IN U.S.

There is one other situation causing some upset in the minds of buyers in Canada—this is the tendency of wool to decline in the United States. The position of the United States has not been so favorable as the position of Canada as regards wool. To begin with, the United States was not in the war for well nigh three years and as a result has not as many British boats landing and did not receive from England the supply of wool that Canada did. So the United States depended quite largely for her wool upon the domestic clip, upon what could be secured from Canada and from the South American countries. There was a time when Canadian knit goods men were paying laid down 85c a pound for splendid Australian wool, when the United States buyers were paying $1.00 for Canadian wool which was not anything like as good quality. The result is that wool prices in the United States *must* come down in order to reach some equality with the prices here.

The rationing system—that system whereby the British Government allots a certain quantity of wool to the various mills one quarter year at a time—is still being employed. There is a belief, however, that this system will be discontinued before long. Already there is talk of wool sales being started again in London, rumor having it that the first of these will be held about the first of July.

A MOVEMENT BACK TO NORMAL

The importance of this, of course, is that this is a move back to normal conditions and indicates that something more nearly like normal in price may be looked for. It has to be looked for through binoculars, however. For Fall, 1919, higher prices than ever will prevail. After that, well, after that it is a question but it looks as though high prices would continue for one more season and the pendulum would then begin to swing back, but to swing back slowly. In view of this probability the buying policy seems to many careful retailers one of buying for immediate need, of getting stocks reduced, but of remembering always that it is necessary to have goods on hand in order to be able to sell those at a profit.



AFTER EXPORT ORDERS IN WOOLLENS

Woollen Manufacturers' Association Now Have Representative in England Looking for Orders in Underwear, Knit Goods Generally, and in Cloths—Such Export Business Will Tend to Make Goods More Reasonable in Price in Canada

THE Woollen Manufacturers' Association — the larger organization which has grown out of the Knit Goods Manufacturers' Association, and which includes not only knit goods manufacturers, but the Canadian cloth mills, which have grown greatly since the commencement of the war—has recently sent to England a representative who will seek export orders for all the members of the Association. D. A. Carley is the man who has been sent. Mr. Carley, who is now in England, has taken with him samples of the goods produced by the members of the Association. He expects to do most of his business in London, working in conjunction with Lloyd Harris, who had gone over at the request of the Canadian Government to seek business for Canadian manufacturing concerns generally. If necessary, however, Mr. Carley will proceed to France.

Huge Development Revealed

This movement to get export business in knit goods and in cloths, shows a remarkable development in Canadian conditions generally. If, before the war, the suggestion had been made that Canadians could sell underwear and cloth in England and in Europe it is quite certain that the statement would have been regarded as a good joke—would have been classified with the wisdom of taking coal to Newcastle; but things have changed since the war commenced. A number of things have changed. In the first place the Canadian production has gone up tremendously both in cloths and in knit goods, and the Canadian production has come to something like a price footing with English production. As far as European output goes this has been so interfered with by the war itself that it may, for the time being, be almost disregarded.

Will Take Orders in Bulk

The expectation is that any export orders for underwear which are taken will be taken much as were the orders during the war from the Italian Government. They will be bulk orders which will be allotted among the various members of the Woollen Manufacturers' Association according to the size of the various mills. The expectation also is that it will be coarse goods which will be most in demand, but this can hardly be told in advance. Mr. Carley may find that there is a big opportunity to sell the finer quality of underwear made in Canada also. He expects to sell first for relief work; then for regular business.

Great Need For Cloth

As far as cloth goes, there is so far nothing definite upon which to form a judgment as to what export business Canadian manufacturers may secure. It is known that the needs of France, Belgium and Italy are very great. It is known also that Germany and the other central powers will require cloth to satisfy their needs prior to that time when their own mills may be able to turn out what is wanted. It is also known that Russia will require a great deal of material, and the belief is that Canadian mills will be able to secure business.

Export Business Helps Retailers

This effort to secure export business is of great importance to the retailer as well as to the manufacturer. It means that the retailer will be able to secure goods for his trade at cheaper prices if the manufacturers can, through the securing of large export orders, keep up the big output of the plants which have been developed during war days. The keeping busy of the plants in this way will generally reduce overhead, and so make possible a quoting of lower prices to the domestic trade.

One underwear mill alone, for instance—and it is a comparatively small mill—has had some $200,000 worth of orders cancelled by the American Government since the signing of the armistice. If this mill can, through the securing of export business, keep its considerably augmented plant busy, it will, of course, be in a much better position to quote favorably to the Canadian retail trade.

Will Keep Business Good

There are many mills which have been exporting to the United States Government a considerable output. There are others which have been making goodly quantities of underwear for the Canadian Government; and if, by the development of this foreign business, that part of their output can be continued, the benefit will be the retailer's and the consumer's as well as the manufacturer's.

Then there is, of course, the big benefit which will come to all merchants through the general prosperity which this export business would bring about.

It is certainly to the interest of all that Mr. Carley should have great success in his efforts to secure export business for the woollen manufacturers, and what develops will be watched with keen interest.

CAN'T COUNT TOO MUCH ON SORTING

Such Lines as Fancy Sweaters Will Not be Made up for Stock by Manufacturers—Inability to Tell What the Retailer Will Want Makes This Almost Certain Money-Loser

KNIT goods made from worsted yarns will be up for Fall, 1919, from 20 to 25 per cent. There does not seem any immediate likelihood of a change, and it is very questionable if retailers will get any better prices by waiting. There is a little feeling in the air that some may place only a part of the order they require for the Fall and Winter of 1919, counting upon sorting up at a later date. Of course, the wisdom of this is something for each merchant to figure out for himself. There are unquestionably certain dangers, however—a great danger, for instance, of inability to get the goods required when they are necessary for securing the sales which give the retailer his profit.

Stocks at the present time are low, and there is no tendency on the part of knit goods manufacturers, or at least of manufacturers of this class of knit goods, to make up large stocks. Such goods as toques of the plain variety, hosiery and mitts or gloves could be made up for stocks, and undoubtedly will be made up for stocks in the quiet season.

There will be a limit, however, to the amount of even such stocks as these, for the great effort on the part of manufacturers is to get their plants in order and they seem ready to go a little quietly during 1919, if necessary, to achieve this end.

As regards fancy coats, toques, etc., the manufacturers are set against making up any stocks. One manufacturer has already made definite plans to make up nothing in this line for sorting. He states it is simply impossible to foretell what particular patterns the merchant will want, or what range of colors; therefore, to make up these coats for sorting means a great risk that a number will be carried over. Experience in the past has proved that such stock is almost always a money-loser.

In view of this intention not to build up stocks of this fancy class of goods the retailer would be well advised to consider at once what he will want in these coats and sets and to place his orders as soon as the travellers call upon him. In this way he will make sure of deliveries.

Even for the more staple lines it would seem to be the part of wisdom to place a large part of the order, which it is seen will be required, at once.

NEW YORK BRINGS OUT NOVELTIES

Bisque Colored Hats, Colored Wool Hosiery, Fur Coat Collars, Among the Mid-Winter Fashions for Men

NEW YORK, December 12, 1918.—Now that the war is over and so many happy ideas have been expressed in new apparel for women, the men's wear trade has taken up the cudgels and produced numerous innovations for the happy youths and fathers of the country for use in the social season at hand.

One of the most striking productions in fashionable headwear is a bisque colored velour fedora. It has a faille band to match. Several of the smart shops are showing these, along with the more familiar black and green velours.

The phenomenal popularity of furs for women has spread to men's overcoats. A couple of years ago a man was allowed to wear a Hudson seal or a beaver collar, but now, with his greenish-grey tweed coat he wears an opossum collar; with a coat in brown mixtures his collar is natural coon, or with darker browns, mink or beaver; Hudson seal is still the fur for black of course. These fur collars roll up high and extend to a point at the waist, but may be folded under close up to the neck as if they were the ammunition of preparedness against as severe a winter as last year's.

House Robes in Variety

Wanamaker's have just received some superb bath and lounging robes, which remind one of pre-war luxuries. They are all wool, thick soft blanket cloth, in tans, browns and greys chiefly. These have not been in stock there for the past year and a half. They are priced from $45 to $75.

Quite the newest model in these robes, however, is one made of taupe colored silk and wool brocade, lined with tan vicuna cloth which extends to form collar and cuffs. This garment has the advantage of being warm and quite light in weight.

Some new robes from Japan are of heavy silk in half and quarter inch stripes of dull greys, tans, browns and blues with black ground. The lining is of light weight padded black silk and the collar and cuffs of black satin.

Then there are others more elaborate in appearance selling for the Christmas trade. They are fashioned of moire silks, brocades and pressed and striped chiffon velvets.

In silk shirts stripes are still the centre of attraction for the majority of purchasers. Some departments are featuring Japanese shot silks. These are Habutais in reds, blues, greys, greens, and maize toned down to a wearable dignity with grey or white as the second "party" to constitute the shot effect.

A fine weave of Rajah silk in one and a quarter inch stripes is used for a striking new two-piece suit of pyjamas. The colors are white and two tones of deep rose with the deeper tone separating the lighter stripes. Several colors are to be had in similar suits of fancy silk and cotton mixtures.

Novelties in Silk Hose and Woollen

There is any amount of variety in the novelty hose selling just now. In silks the two-toned effects are still good; so, too, are the solid deep colors in the better grade merchandise; they include, mainly, purple, brown, navy and green. Those in self-colored quarter-inch stripes are also popular. Some models have the stripes formed by plain dropped stitches.

One pair at Wanamaker's is of pearl grey heavy ribbed silk; another of plain green with fine fancy embroidery at the sides in green and red; navy and champagne are combined in the same design also. Mottled grey silk with red clocks are also a novelty of the season. In the more popular priced lines stripes and plaids are featuring strongly.

Sport hose in silk and wool and cotton and wool mixtures are selling well in the stores. They are of very fine texture and are priced around a dollar a pair. Some of the colors noted are mottled effects in pearl grey, smoke grey, purple, mauve, green, blue and brown. These lines, too, show the dropped stitch stripes but here only a single stitch is dropped so that the open stripe is very fine. Similar patterns and colorings are shown without this mottled effect.

Handkerchiefs show a great deal of subdued coloring in both wide and narrow borders and all-over plaids and crossbars. Greys, greens, blues, rose and maize are a cheery relief from the solid khaki to which many of our boys have been accustomed.

Fifty Cents for the Touch of Black

The outstanding notes in gloves of fashion are tan and buck shades in washable buck gloves and tan and grey suedes. It is in good form to wear these gloves with self-colored embroidery on the backs, but if one cares to pay fifty cents more (that is $4) for just the nobby touch, one will have some heavy black stitching on the backs. The natural buck gloves are quite the proper accompaniment for the bisque-colored velour hats mentioned above.

Occasionally one sees on Fifth Avenue a pair of chocolate patent colored boots with bisque cloth uppers, but as a rule the fashions adhere rather closely to all brown or all black leathers.

Good Neckwear Season

You want to know something about New York neckties? Well, to say the least—and perhaps to cover the ground—there is variety in material, coloring, and pattern, so much so that a novelty is not recognized as such. Everything is a novelty. There is perhaps some tendency in the 60c to $1 lines to favor small patterns with many colors, or only two combined. The snow-flake effects are seen here and there in these. At $2 there is rather more brilliancy of coloring shown, almost a garishness, no tendency to any one type of pattern. From $3 to $5 one is aware that the price is due to the exquisite quality of the silk used; the coloring is harmonious and the patterns medium and dignified. Browns, blues, greys, greens, etc., are not seen combined so often in this grade of neckwear as they are with each restricted to its own tones.

Judging by the number of women surrounding every necktie counter in both the department stores and the specialty shops, there is going to be no falling off in the popularity of neckwear as a holiday gift. Surely they are not buying up supplies while the selection in the Christmas stocks is good in order to have a good collection with which to greet the boys when they come home!

RED CROSS STILL NEEDS YARN

Organization Will Require as Much as in Past, so that Difficulties of Getting Supplies Will Still Confront Sweater Coat and Other Knit Goods Men

THE huge orders for yarns which were placed for the Canadian Red Cross have, in the past, made the work of the knit goods manufacturers very difficult. It was quite largely ten count yarns which were wanted—just the style used in many sweater coats—and the huge requisitions, touching the million pound mark, kept the spinners so busy that they got further and further behind with deliveries to the civilian knitters.

This is one situation which does not seem likely to be improved as a result of the armistice. It already appears that the Canadian Red Cross is going to need yarn to fully as great an extent as it has in the past. Not only will the delivery of all the yarn on order be accepted, but further orders are certain to be placed very shortly.

Of course, the goods made up by the various Red Cross Societies will not go as largely to Canadian soldiers as they have in the past. The Canadian Army of Occupation—and it seems likely there will be such an army—will be appreciative of these Red Cross parcels. Still this army will be comparatively small in size. On the other hand, the Red Cross is going to be called upon to make large deliveries of goods to some of the allied countries, such as Belgium and Russia.

From what the government says, and from what is learned from the heads of the Red Cross organization, it is very evident that the intention is to work actively to bring relief—that yarns will be bought more heavily perhaps than ever to make possible the production of the necessary goods.

An effort will be made to get the yarns going out to the Red Cross Society in regular shipments, so that the mills will not have to be devoted at certain periods entirely to this work. In this way it seems likely that relief will come to the knit goods men who will get their deliveries more promptly.

KNIT GOODS IMPROVING IN FINISH AS RESULT OF RETURN OF OLD LABOR

ULTIMATELY the tendency of knit goods is, of course, going to be downwards in price. As indicated in several places in this issue, this tendency need hardly be expected to evidence itself at once—certainly not for Fall, 1919, lines which will be, roughly speaking, 25 per cent. up. Nor does it mean that the tendency toward lower prices will become evident so soon as will the tendency toward better values.

Manufacturers are quite frank to admit that sometimes—in some lines—the quality of workmanship has dropped. This has been necessary because of the rush under which they have worked during the war days, and because of the fact that expert workers often left the mills to join up with the army, or to undertake some war work. Their places had to be filled by less experienced help and poorer work resulted.

Old Help Returning

Now there will be a tendency—it is already noted—for the old skilled workers to come back to the mills. They are putting a finish into garments which has been impossible with the war labor.

Not only is the work of these old employees who are coming back to the mills better, but it is faster. Production, therefore, is being gotten up already. Moreover, while it is not pleasant to think that some took advantage of the war-time scarcity of help, there is the fact that the competitive system which is now reappearing on the labor market is resulting in a speeding-up of work. Jobs now go to the good workers.

No Lower Prices

But while all these factors would seem to point to lower labor charges—not because wages have really been reduced, but because the product of labor is increasing—there need be no lower prices expected for these reasons, simply because the manufacturers intend to put better and better materials into the goods, better and better finish into them. This will offset other tendencies. What is evidently wanted in Canada is good garments.

YARNS USED IN U.S. GOODS MAY NOW HAVE TO BE SALVAGED

THERE is on the Canadian market at the present time a great quantity of yarn which Canadian knit goods men purchased in order to allow of their working upon American Government orders. These American Government orders have now been cancelled and the question is as to what will be done with this yarn, and what effect it will have on the knit goods trade as a whole.

As a matter of fact this yarn may have some influence not only on the knit goods trade but also on the clothing trade, for it is of a peculiar quality not regularly used by Canadian knit goods manufacturers. It is single yarn which cost the Canadian manufacturers from $2 to $2.15 per pound, but as the situation is at the present time—that is, with the United States Government orders cancelled—this yarn is not worth 25c per lb. for Canadian knit goods manufacturing purposes. The Canadian knit goods houses, who have been making these gloves, puttees, etc., for the United States Government, do not regularly use yarn of this style at all. They use worsted yarn.

Protected Against Loss

Fortunately for the Canadian manufacturer who has been engaged, in part at least, in production for the United States Government, they are protected by their contracts for the most part against loss through cancellation. Since the cancelling of the orders, indeed, the knit goods men in Canada have received a request to put a salvage value on the yarns which they have in hand, and which were bought for these United States Government orders. United States officials are expected to be in Canada very shortly cleaning up this whole matter, and at that time a salvage value will be decided upon or the United States Government may take the yarn back for later use, though from what can be learned they are not very anxious to do this.

Suitable For Weaving Tweeds

There is a feeling that instead of tearing up these yarns for shoddy, which could be used perhaps for making cloths suitable for boys suitings, the yarns might be adapted for the weaving of tweeds. Certainly as the Canadian mills are working now these yarns cannot be knitted.

Should this material be put into the production of tweeds, it would tend to make a certain class of cloth more plentiful.

RETAILER LOOKS FOR BUMPER YEAR IN 1919

Continued from page 41

men in Canada in khaki now takes place the same will hold good, and in the early months of 1919, with the immense amonnt of men returning to our shores with practically not a civilian rag to their back, I take it there will be a big opportunity for the merchant who has a stock to look after their needs.

I am,

Yours very truly,

E. R. Fisher.

There will be suggestions here for others. It is to be hoped many are as well placed as regard stocks as is Mr. Fisher; but however this may be a fair facing of the situation should enable all to make 1919 a bumper year

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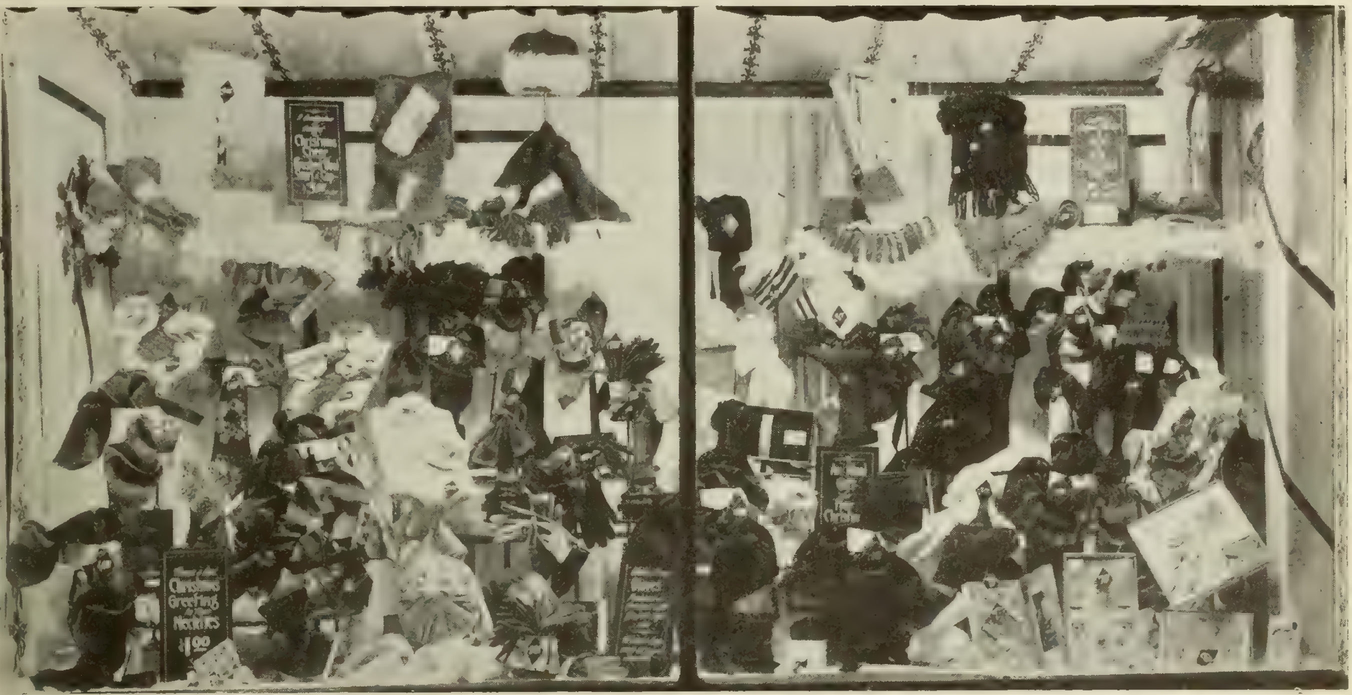
The Underprice is the name of a new men's wear store in Orillia. The policy of the store is said to be what the name implies.

THE BUSINESS WEATHER COCK

Little incidents are the straws which show the way the business wind is blowing.

One Toronto merchant has sold 10 soldiers in four December days $750 worth of goods. He figures that if he is getting this business now, when the soldiers are only commencing to come back, he can look for huge business when, as outlined by Minister of Militia Mewburn, the soldiers commence to reach Canada at the rate of 30,000 per month.

When it is remembered—as is outlined in a special article from MEN'S WEAR REVIEW Ottawa correspondent — that it is being made possible for the soldier to go home in his uniform, and to buy his civilian outfit in his own home town if he wishes, it becomes evident that the benefit accruing from the trade of these returned soldiers should be fairly generally spread over the country.



GIFTS FOR ALL

IF there ever is a good reason for crowding, fairly jamming, a window full of goods, surely that time is the Christmas season. The men's wear store offers so many suitable presents for men, boys—yes, and women, too—that the merchant is tempted to put everything—a little of everything—in his trim.

Perhaps this is a dangerous practice, but the window above—one of W. G. Hay's Christmas windows in his Queen Street West, Toronto, store—illustrates how wide a range may be shown without confusion. Here are ties—ties of quiet and of very striking patterns. Here are pyjamas—here knit goods, mufflers, gloves, toques. Here are shirts and suspenders and hosiery—a real assortment of Christmas furnishings, indeed. This and the other store trims drew big business. No wonder!

LET "POSTIE" MAKE YOUR DELIVERIES

Toronto Hatters, Having Other Means Cut Off, Are Sending Out Hats Through the Mail —Means Money Saving and Has Worked Very Well—Can This System be Extended?

MERCHANTS in all parts of the country are having a great deal of difficulty these days in carrying on their delivery system. Fortunately the men's wear merchants are less called upon to deliver than perhaps any other class of dealer, yet there is hardly a day when the delivery problem does not come up. It always was difficult, but now, with boys in such demand and consequently both scarce and high in price, now when the scarcity of labor has driven the delivery systems which formerly existed practically out of existence in many places; now the problem of getting a man's purchase to his home is more than ever serious.

This problem has been quite largely solved by some of the Toronto hatters through making use of the post.

Hitting Back at the M. O. H.

This is turning the trick on the mail order houses with a vengeance. They go after business by mail and make deliveries by mail. They, so it is sometimes insinuated, had a great deal to do with securing the parcel postal law. For years they have benefited greatly through the postal service; yet now there seems some reason to believe that the retail men's wear merchants—and merchants in other lines—are going to get something out of the Post Office in the way of extra service themselves.

What is Being Done

Perhaps what may be done can best be indicated to the men's wear trade by indicating what is being done now. Take the case of L. Duckworth, 165 Yonge St., Toronto, for an example.

Some months ago this firm was forced into providing some delivery facilities. The express and delivery companies advised that they would no more deliver small parcels, as they had been doing at a cost of from 10 to 20 cents. What was to be done? After thinking it over carefully, Mr. Duckworth struck the idea of sending his parcels through the mail. Of course, this is a house dealing in hats. What had to be delivered was either a new hat or an old hat which yet had some value to the owner and which he wanted back. A hat is not the easiest thing in the world to send through the mail, but this firm used the old hat boxes they had on hand, saved all the new hat boxes that came in, and with these, or in these, packed the hats which had to be sent out to the customers. The hat box often was cut down, both to save in weight and to save in bulk, and in these the hat could be returned reasonably conveniently.

Some Money Saved

As far as the money side of the question goes a saving is made by this form of delivery. The express and delivery companies used to charge Mr. Duckworth from 10 to 20 cents per parcel. The average cost of sending a parcel through the mail is from 5 to 6 cents. There is perhaps a little more work in parcelling for the mails, but this can be done in quiet moments, so that time is really not lost.

Of course there is some delay in the delivery of parcel. It cannot be said that the post is as fast as were the delivery companies, yet there have been no serious complaints of delay in delivery. Mr. Duckworth tries to see that it is the old hat which has to be delivered—that the customer takes the new one with him. This both reduces any chances of loss through accident and reduces irritation should there be a delay in delivery.

Deliveries Fairly Rapid

J. L. Applegath, also of Yonge St., Toronto, is using the same service—for the same reason that all other means of delivery were cut off. There was a time when the returned soldiers were running a delivery system in Toronto, but this broke up—presumably because there was not a great deal of money in it, or because the workers got occupations which were more congenial. Now, where an immediate delivery has to be made this store sends its porter. He cannot make a great many deliveries in the day, however, and the big majority of the hats are returned by post. Here, as in the Duckworth store, the customer is urged to take the new hat wtih him and the old one is sent back to him. The parcels for delivery are mailed about 10 o'clock at night and get to the customer almost without exception the morning of the second day—that is, hats which are put into the Post Office on Monday night will reach the customer on Wednesday morning. Sometimes there is a little quicker delivery than this—occasionally it is a little slower but this delivery on the second day can be roughly counted upon.

Mr. Applegath, like Mr. Duckworth, has found a considerable money saving in this system of delivery. That was by no means the reason it was adopted, but it is an interesting point.

This system of delivery cannot be said to be absolutely free of irritations. However, has any merchant devised a scheme of delivering goods which is free from irritation? The only such system that MEN'S WEAR REVIEW can remember is the system of getting the customer to carry away his own goods. Men's wear merchants are, moreover, doing everything possible to establish this satisfactory condtion more and more as the custom. Headway is being made, too, but there are goods now, and always will be, which have to be delivered. Where such is the case, and delivery systems are very poor or nonexistent; where also the boy who has been the delivery standby in the past is busy working on other jobs; then postie can, it seems, be relied upon.

What May Be Done

There is, indeed, room for study of the extent to which this postal delivery system may be put. Hats are being delivered through it now—merchants in some of the centres which have big business from the country are delivering a lot of their parcels through the post—that is, making deliveries to out-of-town customers. If out-of-town customers why not in-town customers, should a saving be accomplished in this way?

Let MEN'S WEAR REVIEW Hear

Food for thought here, indeed. It is a case where one merchant should give his experience to another and perhaps those who have had difficulty with their delivery problem and who have found the answer in some degree at least, will send their experiences to MEN'S WEAR REVIEW that these might at a later date be passed on to other merchants.

How About Another Loan?

Will there be another Victory Loan, or perhaps a Peace Loan? What Secretary of the U. S. Treasury McAdoo has to say re another Liberty Loan is worth reading, as throwing light on what may happen in Canada.

In the official U.S. Bulletin for Nov. 4, printed after we had all celebrated the false rumors of an armistice, Mr. McAdoo said:

"We are going to have to finance peace for a while just as we have had to finance war.

There are over 2,000,000 United States soldiers abroad. If we transport these men back to the United States at the rate of 300,000 a month, it will be over half a year before they are all returned. Our Army, therefore, must be maintained, victualed, and clothed for many months after peace is an actuality.

The American people, therefore, having supported the Liberty Loan with a patriotism that future historians will love to extol, will have an opportunity to show the same patriotism in financing the just and conclusive victorious peace whenever it comes

One more Liberty loan, at least, is certain. The fourth loan was popularly called the 'fighting loan'; the next loan may be a fighting loan, too, or it may be a peace loan. Whatever the conditions, the loan must be prepared for and its success rendered certain and absolute. Begin now to prepare to support it."

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YOUR FORM PUBLIC OPINION

WHILE admitting the tremendous strength of public opinion it is of value to look behind and see what forms public opinion.

What, for instance, is going to form the public opinion as to prices? It is an important point from the standpoint of the retailer, for if the people generally get the impression that goods are going to come down in price—even though goods are *not* going to come down in price—it will have a tendency to deter many from making purchases.

Public opinion is what Tom Jones and Bill Smith and you and I and everyone else think. But what starts Tom Jones and you and I and everyone else thinking in a certain groove? On the matter of prices it is probably not so much what is said in the newspaper, as what is said in the store, which starts those trains of thought on the part of the purchaser which, taken together, constitute public opinion.

When your customer comes in and asks about the price tendencies it is worth while taking a minute or two and explaining just why prices must remain high for some little time. It is worth while to indicate that for 1919 no general downward tendency may be looked for. The facts are available to the men's wear merchants. The facts should be presented to every customer who shows any interest in the matter. That customer will leave your store a missionary for the truth as to your merchandise. He will do a great deal towards keeping a steady flow of business to your store from those who want goods but who could get along without them for a little while, and who will get along without them for a little while if they think prices are going to move downward.

The situation should be represented to store customers exactly as it is. Prices are going to move downward but they will in many cases go higher before they go lower. In other cases they will remain at about the present level for sometime, and when the downward curve does commence it will be a slow, gradual curve which will never reach, probably, to the low point of pre-war days.

Quote instances to your customers. Give definite details—as these details are outlined in this and other issues of MEN'S WEAR REVIEW. These are what will interest your customer. These are what will cause him to talk, and talk the truth about price tendencies. These are what will establish the kind of public opinion which will keep people buying for their needs during the coming months.

WHERE EXPORT BUSINESS HELPS

ONE of the exceedingly gratifying features of the recently held inaugural meeting of the Canadian Association of Garment Manufacturers was the spirit of the delegates—their evident determination that no stone shall be left unturned to keep the help profitably employed. It is perhaps to this end, more than with the idea of making any direct profit, that the committee on export business was appointed which has since sent a representative to France to secure some part of the business in making garments for the destitute of Europe.

This same spirit is being displayed by other classes of manufacturers. It is being displayed by retailers who are giving employment to their old clerks where possible. It is this kind of thing which is going to keep all help profitably employed in Canada, and which is going to result in a big export business which will mean much for the country—and this will tend to lower overheads, and so reduce the cost of goods to the consumer.

EXIT THE HARD TIMES BOGEY

AS the days go by, the feeling that was at the back of the mind of many people that hard times were coming, is beginning to fade. There is a growing feeling that these hard times are not for us. We have seen already industries change from war work to peace work, with no disorganization. New occupations are open to men, new opportunities are presenting themselves from day to day. The idea that after the failure of the munition orders, was to come the deluge, is already being proved to be a fallacy.

Business, the good sound business, on which Canada's prosperity rests, is going forward without a hitch. Local readjustments may be necessary, but these are only minor factors and of a temporary nature.

For the men's wear trade, the man who puts off buying, waiting for the tobogganing of prices, and who sits on counter and croaks calamity, will surely find it. There will be no stocks coming his way, and no business either for nobody loves a croaker.

Given reasonable caution, the men's wear dealer is in as sound a position as he ever was. Prices are not going to decline for some time to come. It is time for the trade to realize this, to get to business with a high heart, to buy as their needs require without fear, but without foolish optimism, and to generally go along their accustomed way doing business all the time.

BOYS ONLY CUSTOMERS WANTED

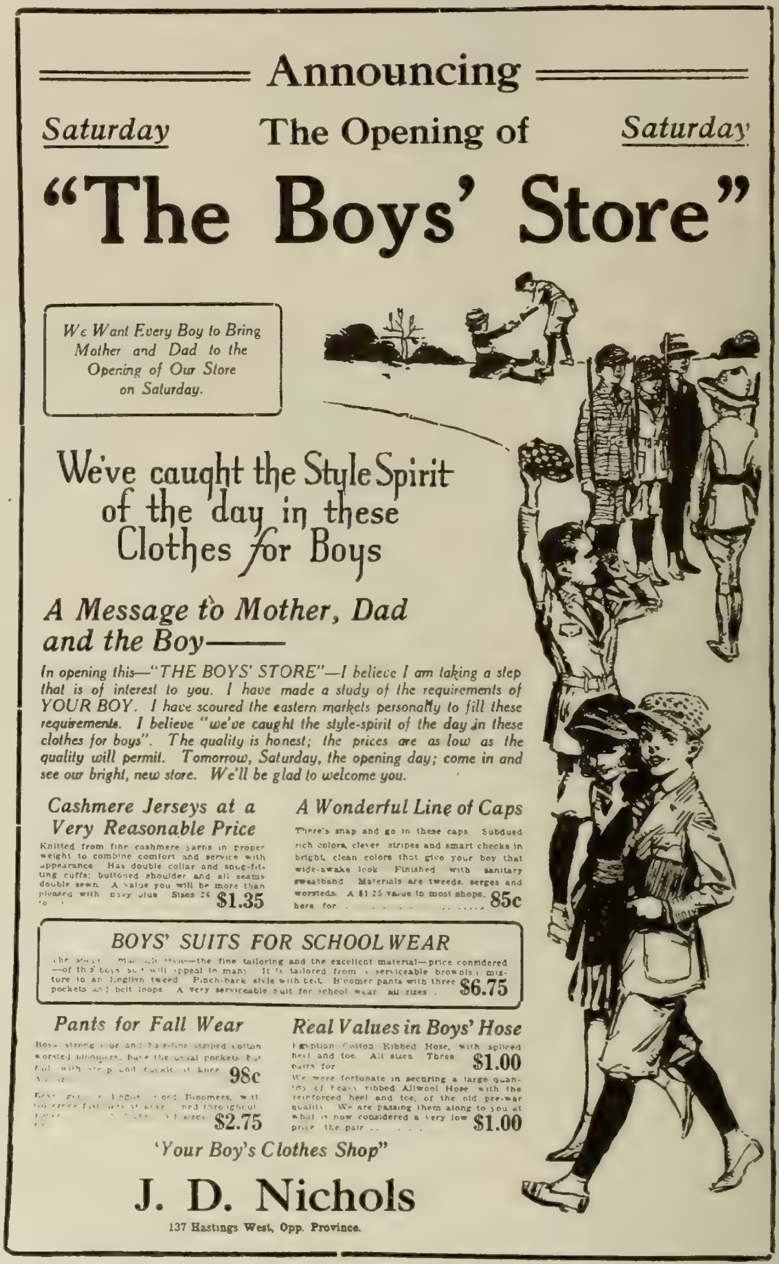
J. D. Nichols of Vancouver is Carrying on Daring Venture—Believes There is a Field for Exclusive Boys' Store—Advertises Largely to Attract Parents' Attention

PROMINENTLY located in the heart of the shipping district of Vancouver stands a store which is rapidly gaining favor with the parents of that city and the juveniles of the male persuasion. It is known by the simple appellation of "The Boys' Store," for such is the scope of its service, no more and no less. Mr. J. D. Nichols, the proprietor, believes there is a niche in Vancouver's fame for just such a store and service. Whether he is right or wrong time will tell. Meantime he has every reason to feel encouraged by his initial success.

Mr. Nichols' enterprise is essentially a "war baby." It was born of the needs of the time, of the need of closer attention to the wants of the boy in the absence of so many fathers at the front, the need of studying the comfort and well-being of the boy who constitutes a national asset never so valuable as now. Such, briefly, were the ideas Mr. Nichols evolved after studying the boy situation, and he immediately set about translating them into practice.

Boy More Than Ever Important

Mr. Nichols started with the undeniable fact that the man power of Canada to-day is greatly depleted, therefore the boy must be looked after today as never before; not coddled, but clothed well, fed well, and trained carefully to take his place in due course in the ranks of Canada's manhood and do a man's work with a hundred per cent. efficiency. He determined to do his best to see that the boys of this city were properly clothed, clothed with the right kind of clothes, made in the right way, and sold at the right price. Mr. Nichols has steadfastly set his face against profiteering. While he does not pretend to be conducting his store as a philanthropic enterprise he does claim to sell to the mothers and boys at a fair margin of profit only. With this idea in his mind he adopted as the motto for "The Boys' Store," "Where quality is higher than price," and to this standard he intends to live up or confess his enterprise a failure.



Announcing

Saturday The Opening of Saturday

"The Boys' Store"

We Want Every Boy to Bring Mother and Dad to the Opening of Our Store on Saturday.

We've caught the Style Spirit of the day in these Clothes for Boys

A Message to Mother, Dad and the Boy——

In opening this—"THE BOYS' STORE"—I believe I am taking a step that is of interest to you. I have made a study of the requirements of YOUR BOY. I have scoured the eastern markets personally to fill these requirements. I believe "we've caught the style-spirit of the day in these clothes for boys". The quality is honest; the prices are as low as the quality will permit. Tomorrow, Saturday, the opening day; come in and see our bright, new store. We'll be glad to welcome you.

Cashmere Jerseys at a Very Reasonable Price

Knitted from fine cashmere yarns in proper weight to combine comfort and service with appearance. Has double collar and snug-fitting cuffs; buttoned shoulder and all seams double sewn. A value you will be more than pleased with. Navy blue. Sizes 26 to [illegible] $1.35

A Wonderful Line of Caps

There's snap and go in these caps. Subdued rich colors, clever stripes and smart checks in bright, clean colors that give your boy that wide-awake look. Finished with sanitary sweatband. Materials are tweeds, serges and worsteds. A $1.25 value in most shops, here for 85c

BOYS' SUITS FOR SCHOOL WEAR

[illegible] style [illegible]—the fine tailoring and the excellent material—price considered—of this boys' suit will appeal to many. It is tailored from a serviceable brownish mixture in an English tweed. Pinch-back style with belt. Bloomer pants with three pockets and belt loops. A very serviceable suit for school wear, all sizes . $6.75

Pants for Fall Wear

Boys' strong blue and hair-line striped cotton worsted bloomers, have the usual pockets, full with strap and buckle at knee. [illegible] 98c

Boys' [illegible] corduroy Bloomers, with [illegible] fasteners at knee, lined throughout [illegible] all sizes [illegible] $2.75

Real Values in Boys' Hose

Egyptian Cotton Ribbed Hose, with spliced heel and toe. All sizes. Three pairs for $1.00

We were fortunate in securing a large quantity of heavy ribbed Allwool Hose with the reinforced heel and toe, of the old pre-war quality. We are passing them along to you at what is now considered a very low price the pair $1.00

'Your Boy's Clothes Shop"

J. D. Nichols

137 Hastings West, Opp. Province.

One of the opening announcements of this exclusive Boys' Store—as will be noted the appeal is to parents as much as to the boy.

The Boy Only

These are the days when the boy is rapidly coming into his own. Time was when the boy's needs were thought of little consequence. The boys' department was a feature of many stores, but a quite subordinate one, maintained less by desire than that of necessity, with more of an eye to the parents' trade than their offspring's. Mr. Nichols' idea is the boy, the whole boy, and nothing but the boy. His stock comprises everything the boy requires to wear except shoes. He has nothing to sell to the parents except the good will of the store. His idea, therefore, is radically different from the old-time idea, "Get the father in to buy a pair of stockings for his boy and sell him a hat or a suit of clothes." Mr. Nichols' trade is focussed on the boy himself, the parent is only the medium through whom the business is transacted.

Not What He Needs, But What He Wants

It follows, therefore, that Mr. Nichols is a student of boys. He is not too old to remember that he was once a boy himself or to recall his own likes and dislikes in the matter of clothing, stockings, hats, caps, underwear, etc., for the boy is just as much a faddist in these matters as the man. In fact he is perhaps a greater faddist. He is much influenced by what his companions wear. He want to get a sweater "like Dave has," or a coat "like Jimmy wears." He is very susceptible to criticism. If his boon companion doesn't like the cut of his pants he is very apt to take an intense dislike to that particular style of nether garments and to be very hard to please the next time his fond parent takes him to the store. All these things Mr. Nichols knows and the variety of his stock bears witness to it. His idea is to sell the boy not merely what he needs but what he wants, and that for every season of the year. It is a business that requires a great deal of discrimination and judgment and a good working knowledge of the boy-mind.

View of interior of this exclusive Boys' Store. The variety of the stock is indicated to some extent in the picture.

Ads to Catch the Parents

The advertising problem connected with a boys' store, catering solely and exclusively to boys, is one that Mr. Nichols has devoted much thought to. The average boy is, perhaps, not greatly addicted to studying advertisements, less probably than the average girl, who acquires that particular bent of mind from her mother. In his newspaper advertisements, therefore, Mr. Nichols primarily seeks to engage the attention and interest of the parents. His copy has human interest without being sentimental, but above all carries a straightforward businesslike appeal to the intelligence of the parents, and the response has proved that his advertising policy is the right one. Once the boy enters his store, Mr. Nichols' genuine liking for boys and his intimate understanding of, and sympathy with boy-nature, enable him quickly to establish friendly relations, and the boy is likely to depart in a pleased and cordial frame of mind which he naturally communicates to the parent, with the result that the store has probably gained a steady customer.

Hard But Profitable Business

It is this ability to quickly get on the best terms with his boy customer that is probably Mr. Nichols' biggest asset in his business. In his view no man should attempt to conduct a boys' store who has not a real liking for boys, an understanding of boy psychology and an unlimited patience in trying to get the boy's viewpoint. It is not an easy business. Boys are hard to please. Again, it is often necessary to please the parent as well as the boy, and frequently to reconcile differences of opinion between the parent and the boy, all of which requires tact and patience. Mr. Nichols, however, finds it an interesting business, an engrossing business, and he has every reason to believe it will be a profitable business.

LOSS DURING STRIKE

During the recent riots in Montreal, when that city was without police protection, the clothing store of Medel Malick, at 1703 St. Catherine Street East, was wrecked and its whole stock carried away. Captain Carle, head of the Policemen's Union, in order to show that the policemen had no sympathy with the raiders, called together a number of his men and made a descent upon Mr. Malick's store. Although at that time the place was overrun with about a hundred people, the crowd was dispersed, and thirteen arrests made. Mr. Malick estimates his loss at $35,000.

NOVEL COUNTER CARD

Something new in the way of counter cards is being sent out by Stanfield's Limited. It is a card about 8 inches in height by 4 inches in width, which bears on its face, in colors, the figures of wrestling men—the design which is almost becoming a trade mark for this company. In the centre there is a cut-out in which the price appears, and by a simple but clever scheme this price may be set at any one of six figures.

This is a little scheme which should be very helpful to many retailers.

BOYS' DEPARTMENT DOWNSTAIRS

Hawley Walker, of Toronto, has located his new boys' department downstairs, away from the rest of the store. The department is long and narrow, brightly illuminated, and with its furnishings of fumed oak makes a most pleasant place for the boy and his mother to do their shopping.

Right on the windows Mr. Nicholls has blazoned the fact that this is a Boy's show

COTTON GOING UP, SAYS EXPERT

Huge Demand and Limited Crops Are Expected by Many to Send Raw Cotton Prices to 35c at Least

THE following words by one of the best informed cotton men in Canada will be of interest and value to the trade:

"The days before us comprising what is commonly called the 'reconstruction' period deserve the most careful thought of the leaders of all departments of the industrial life of Canada.

"One of the most vital problems requiring solution is that concerning labor and capital. Surely there is a way whereby employer and employee can be brought to see that their interests are identical and that strife and often enmity between one and the other lead but to disaster to the individual and the State. Let us hope that the year 1919 will be largely devoted to the solution of this tremendous problem. It is clearly the duty of every employer of labor, either large or small, to make conditions, in so far as it is in his power, so favorable for his workers that they will render a willing service, and that they should be brought into a state of mind whereby the agitator and demagogue may not be able, as he has been too often in the past, to use them for his own selfish purpose.

"If the people of Canada act sanely and wisely for the next few months we shall doubtless enter upon an era of prosperity which will surpass any period in the former history of the country.

"In so far as the future trade of Canada is concerned there seems no reason why the consumer should not continue to make purchases to satisfy his legitimate needs, and therefore we may expect that both merchant and manufacturer will be able to do business 'as usual.' There is no question whatever but that stocks of all kinds have been heavily depleted, particularly in the case of cotton piece goods. Indeed there is a world shortage in this class of goods at the present time. The cotton crop each year for the past four years has been much below normal, and on account of the great shortage of help the productive capacity of the mills has also been below normal. In addition to this the consumption of cotton goods, due to war conditions, has been enormously increased, leaving a shortage in every country. This shortage cannot be overtaken for many months to come.

AFTER EXPORT BUSINESS

A committee on export possibilities was appointed at the organization meeting of the Canadian Association of Garment Manufacturers held early in December at the King Edward Hotel, Toronto. The members of this committee are: H. M. Levine, of the Montreal Shirt and Overall Company; Colonel Woods, of Woods, Limited, Ottawa, and the president of the Association, Horace B. Peabody, of the Peabody Sales Corporation, Walkerville.

Steps have already been taken to send a representative to England. He will leave at once and the hope is that he will secure for Canadian garment manufacturers a very fair share of the Government orders for garments to be used in relief work.

"Stocks in the hands of manufacturers are practically nil, while the wholesale stocks are also much below normal. Raw cotton continues to rule high in price, and the holders of this staple predict that it will sell at 40c a pound or over before another crop can be harvested. Certainly Europe is in dire need of cotton, and if ships can be chartered to carry it across the ocean there is no reason why the expectations of the South should not be realized. The leading officials of the various cotton growing States are now urging those holding cotton not to let a pound of it go under 35c.

"In view of these conditions it would seem as if merchants holding stocks of cotton goods should be well satisfied with the value thereof. It is also evident that unless unforeseen conditions arise manufacturers will continue to hold present prices until at least another cotton crop can be harvested.

"It is fully expected that in the near future France and Belgium will find it necessary to draw from the United States and Canada the supplies they need so badly. Also upon the conclusion of peace the Central Empires will be compelled to call upon America for large quantities of material to clothe their people, who are in dire need at the present time. If this overseas trade should develop many a merchant will regret having allowed his stock to become depleted."

AIM TO STANDARDIZE GARMENTS

Newly Formed Canadian Association of Garment Manufacturers Proposes to Establish Standards Which Will Enable Trade to More Easily Compare and Estimate Values

PLANS discussed at the organization meeting of the Canadian Association of Garment Manufacturers, held at the King Edward Hotel, Toronto, early in December, make it plain that the work of this association is going to be of importance to the retailer of men's wear lines as well as to the manufacturer. One of the big questions the association is going to tackle, for instance, is that of standardizing sizes both in shirts and overalls. Although the meeting was called for organization only, this matter of standardization was put right in hand, a committee being formed to make the necessary inquiries and to bring in a recommendation as to what a standard shirt and standard overalls should be, and as to the exact number of inches such standard garments should measure.

The hope is that the association may bring all manufacturers to use the standard mark. Some, of course, will want to make a shirt which is above standard. That can be clearly marked so that the merchant will clearly know what he is buying. If it is under standard it will have to be so marked.

Even if all manufacturers do not adopt this system, the hope is that the members of the association will, by using these standards, give every retailer a measuring stick, as it were, by which he can compare and judge the production of other manufacturers who are not marking their goods.

This is only one aim of this new association, which is really a branch of the larger association operating in the United States. The big aim is to effect the elimination of waste, to conserve raw materials as much as possible to the end of making it possible to give the retailer the best possible garment at lower prices.

To achieve these ends there will probably be a cutting out of odd sizes and odd lengths in many garments, and to achieve the desired end of making it possible to purchase more trimmings in Canada the association hopes to standardize these so that even with the comparatively limited demand of Canada those firms adapted to this kind of work can turn out what is wanted, and, knowing exactly what is wanted, can do this economically.

Officers for the new association were elected as follows:

Honorary president, I. Cohen, Detroit.

President, Horace B. Peabody, Peabody Sales Corp., Walkerville.

Vice-president, H. M. Levine, Montreal Shirt and Overall Co., Montreal.

Vice-president, W. B. Deacon, Deacon Shirt Co., Belleville, Ont.

Secretary, J. A. Haugh.

Present plans are that the association shall meet twice in the year and that the next meeting will be held in May or June. The place of meeting is not definitely decided but Winnipeg is being favorably considered.

Among those represented at the opening meeting were: Western King Overall Co., Winnipeg; Deacon Shirt Co., Belleville; Hamilton Carhartt Cotton Mills, Ltd., Toronto; Montreal Shirt and Overall Co., Montreal; J. A. Haugh Mfg. Co., Toronto; A. R. Clarke Co., Ltd., Toronto; Walker Pant and Shirt Co., Walkerville; Kitchen Overall & Shirt Co., Brantford; R. G. Long & Co., Toronto; Peabody Sales Corp., Walkerville; Warwick Overall Co., Warwick, Que.; Tooke Bros., Ltd., Montreal; H. E. Goodhue, Rock Island, P.Q.; Hudson Parker Co., Toronto; Williams, Greene & Rome Co., Kitchener; Caulfield, Burns & Gibson Co., Toronto; Great West Garment Co., Edmonton.

One of the unfortunate circumstances of the convention was that Mr. Graham, of the Great West Garment Co., was taken ill almost immediately upon reaching Toronto and could not attend any of the sessions. Mr. Graham probably made the longest trip of any member to attend.

ARGUMENTS FOR TRADE OPTIMISM

Frank Mutton Predicts a Demand for Products Which Will Keep Labor Busy—Sees Prosperity for the Men's Wear Trade

Optimism regarding the general business situation and the outlook is expressed in a statement issued by Frank Mutton, vice-president and general manager of the International Business Machines Co., in which he points out that throughout the country there is a shortage of necessities and a great shortage of comforts and luxuries. This he believes will mean a demand for the products of the nation's factories which will absorb available labor. Following are some points which Mr. Mutton emphasizes as indicating why good times should continue:

Our Government have to the credit of our army overseas some sixteen million dollars of deferred pay; further, the Government will pay over three hundred thousand men three months' extra pay when they are discharged, amounting to over forty-five million dollars.

Soldiers' dependents are to get three months' special allowance, which will amount to over thirty-three million dollars, and aside from this, each soldier will be given $35.00 for a suit of clothes, which amounts to another ten million, five hundred thousand dollars.

These items mentioned alone total nearly one hundred and five million dollars, all of which will be spent in Canada. Had it ever occurred to you there is not enough suit cloth in the country at present to make sufficient civilian clothes to supply our soldiers if they were home, to say nothing of underwear and all the other accessories?

The railroads, the street railways, in fact every public utility are run down to the heel in their equipment, which will also mean a tremendous demand to fill their requirements. The municipalities throughout the country have had all their local improvement work held up for over three years, which will mean a further demand.

It will not be long before Canada, for the size of its population, will be among the leading nations of the world in export trade, and from other countries will come to us as many orders as we are physically able to take care of, which will be an important factor in the greater development of our manufacturing and needs for labor.

TALL HAT IN VOGUE

For some 50 years the tall hat has been an object of ridicule with humorists. The war, it was thought, would cause its disappearance, but it has resisted all attacks. A recent photograph showing a group of allied statesmen in conversation—Lloyd George, M. Clemenceau, and Baron Sonnino—depicted them all wearing this "emblem of western civilization."

There is considerable difference of opinion on the origin of the tall hat. The Encyclopaedia Britannica unhesitatingly declares that the tall hat is "coextensive with civilization," and asserts that it was invented in Florence about 1760. On the other hand, the London "Times" of Jan. 16, 1797, reports that John Hetherington, haberdasher, of the Strand, was charged with causing a riot through wearing a hat "shaped like a stove-pipe." When brought before the magistrates he declared that all British citizens had the right of choosing the type of hat which they believed most suitable. Earlier than this, however, in 1790, Benjamin Franklin visited Paris in a tall hat, and immediately the Parisian hatmakers flooded the shops with similar hats, which, history tells us, "were adopted by the revolutionaries because they came from the land of liberty."

Noel & Rock, who have been conducting a men's furnishing store in Smithers, B.C., and in Hazelton, B.C., have closed their establishments in these two places and have opened in Nanaimo.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Dec. 30.—The transition period through which the trade is passing in relation to wool reveals a situation which is anything but depressing. The cancellation of Government orders has been welcomed by the mills engaged in turning out men's cloths, as they can now adjust their plants to handle civilian business, which has been so long delayed.

A market curtailment of output of military clothing faces the mills in the Old Country, but new Government business for standard suits to demobilized soldiers is now to occupy their attention. Already orders from Allied countries have been received, and business for a big yardage from Belgium has, it is intimated, already been accepted.

In the last few days, for the first time in over four weeks, 30c middling cotton has been reached and passed. An agitation to hold for 35c cotton has gained headway in some of the cotton producing States, and this does not seem impossible of attainment. Overseas demand is heavy, and shipments have already shown an improvement over those permitted during actual warfare.

There is no intimation of an easing away in prices of shirtings for Fall, 1919. As a matter of fact advances ranging from 10 to 25 per cent. are mentioned and seem to be quite within the realm of possibility.

December sorting business on neckwear has been very heavy, orders coming by mail, telegram and telephone. The result has been a cleaning-up of practically all 75c lines, and any left are hardly considered a market factor in Spring, 1919 business. That means that the cheapest line for the early months of the new year will carry a retail value of $1.

Already business for Fall, 1919, is being solicited on underwear, and quotations show an advance of 10 per cent. Retailers are buying freely for their requirements, and there seems to be no prospect of a decline for the entire year coming.

Caps rule with a very strong undertone, and with higher priced cloth coming, prices for Fall, 1919, are tending upward. Hats are firm for Spring, and jobbers are preparing for a heavier sorting business than usual, which they feel retailers haven't been able to provide for in the placing of orders.

The men's wear trade faces a period of marked prosperity—the returned soldiers from overseas, the men demobilized from Canadian camps, and those who have been expecting to be called to the colors, but are now free from this shadow, represent, when combined, a heavy increase in customers that will carry the men's wear retailer back to his pinnacle of prominence.

CLOTHING

Manufacturers Working on Spring Orders—Cloth Remains Firm—Demand Promises to be Heavy For All Lines.

CLOTHING.—Manufacturers of ready-made clothing are busily engaged on spring orders. The volume of business already placed by the retailer represents a very substantial amount and the outlook is very promising for big business.

Retailers are already commencing to feel the results of the return to civilian life of many thousands of soldiers who have been stationed in Canada, and there are many thousands returning from overseas on practically every boat. These are all prospective customers who will be buying clothing in greater or less degree, and to those dealers who make an aggressive bid for this business will come the returns.

There has been no indication as yet that cloth will be any easier as regards either supply or price. Cables sent through asking for quotations and delivery dates on certain classes of goods have been ignored or filed for attention at a later date. The cessation of hostilities has not provided the mills with a supply of wool for civilian use, and whereas conditions must right themselves in time—it is well to remember that it is going to take time.

Supplies of cloth for the Spring trade do not at present show any sign of being more plentiful and orders placed, delivery of which may reasonably be expected for Fall business, have been bought at a level as high or higher than that now in effect. There seems little indication that 1919 will show much if any change in prices which will have to be paid for woollen goods. When the change comes, and come it will, there seems every reason to believe that it will be a gradual process in no way resembling a slump.

Merchants who carry a stock are in a position to do business. Careful buying, but buying to keep stocks well assorted and complete, should be an attitude which will bring results that are satisfactory. Desirable goods are scarce and high in price—indications are that they will continue so for many months.

SHIRTS

December Sorting Business Good—Indications That Prices on Shirts For Fall Will Be Higher—10 to 25 Per Cent. Advance Possible

SHIRTS.—Manufacturers and jobbers report a very good sorting business throughout December and plans to take care of increased Spring trade are now well under way. Booking business has been very satisfactory and indications are that shirt prices for Fall will show a further advance over quotations on Spring orders. Samples will probably be going out towards the end of February and there seems a possibility that deliveries may be slow. However, although it may be slow, the feeling prevails that production will be attained. Everything at present seems to point to an advance in Fall prices on shirts of anywhere from 10 to 25 per cent.

Retailers report business excellent. From the returned men already back, from those liable under the M.S.A. but now out from under the shadow of military service, from those demobilized from camps in Canada, the retailers' customers are daily increasing and this must be reflected to a greater extent as the weeks go by. Some indication as to what this may be has already been reported and the dealer who campaigns aggressively for this trade has a big 1919 business ahead of him.

COLLARS

Soft Collar Business Developing Remarkably—Cleanable Collars Very Firm Though Unchanged—Outlook in All Lines Good

COLLARS.—A steady and marked increase in the sale of the soft collar is reported. The larger centres seem to be making a big drive on this line with decided success, values up to as high as 75c each moving to the consumer rapidly. Its comfort and the fact that it can be laundered at home are factors contributing to the increased sales in this department of the men's wear business.

Actual price changes in quotations on cleanable collars have not yet been reported, but the market rules with a very firm undertone. Some sources look for a new range of prices about the first of the year and that these will be upward is generally conceded.

Laundered collars show no change in price and no immediate revision is looked for. Spring booking business has been very good and the outlook in all lines for 1919 decidedly bright.

NECKWEAR

Heavy Sorting Business Cleaned Up Cheaper Lines—Range For Spring to be Higher—Gradually Improved Supplies But Slow In Coming

NECKWEAR. — December sorting business on neckwear has been very heavy and manufacturers report that any $6 ties which they had are practically all cleaned up and this priced line is now an impossibility for Spring—at least any supplies available will be so small as not to be a marketable feature.

Neckwear silk is unquestionably scarce and no improvement seems possible during the early months of 1919. Swiss and Italian silks will be slow in coming and it seems unlikely that any accumulation of stocks has been probable in Switzerland. From Italy it is quite certain there is no immediate prospect of heavy offerings and the same is true of France. Improvement will come, but this seems unlikely before midsummer, if then. There is considerable doubt expressed as to whether Fall, 1919, will see any bigger range of overseas silks offered to the retail trade.

This means the difficulties of the trade are not yet over. Supplies are going to improve in time, but the demand is also increasing and will represent a heavy volume of business. Early 1919 can hardly be expected to minimize the troubles of the retailer materially. The improvement in supplies will come slowly and recession in values is also a matter for gradual readjustment. Dollar neckwear look like the cheapest line for the first few months of the New Year.

HATS AND CAPS

Business Booked For Spring Good—Sorting Orders Expected to be Heavy—Prices Remain High—No Immediate Change Imminent.

HATS AND CAPS.—The volume of orders to hand for Spring represent a very satisfactory total according to jobbers. Retailers have exercised care in buying but in view of the expected demand, which gives every indication of being heavy, sorting business will, it is felt, represent a much larger place in the hat trade during the early months of 1919 than is usually the case. Prices on these orders will, it is thought, probably run slightly higher than those at which placing orders were taken. Beyond Spring business little is said. Some expect a higher basis and some a range of prices in line with Spring business. Lower levels are not generally conceded a material place in 1919 business.

On caps the consensus of opinion seems to be that prices will remain high and that Fall, 1919, orders may carry a higher range of quotations. Cloth is high, and manufacturers have high priced materials bought on which they will be working. Nothing approaching a slump is considered possible — lower levels would come as a great surprise for 1919 business.

UNDERWEAR

Prices For Fall, 1919, Show Advance of 10 Per Cent.—Retailers Placing Orders Freely—Outlook For Heavy Business

UNDERWEAR.—Manufacturers have had their representatives out selling underwear for about three weeks for delivery in the Fall of 1919 at prices which show a 10 per cent. advance. Retailers are placing orders freely—not heavily, but what they consider sufficient to meet the requirements of their trade. Stocks as a whole are free from any accumulations and with the strain of war orders removed, manufacturers expect to be in a better position to meet the demands of the trade promptly as the seasons arrive.

Indications are that retail business will be heavy and with an increasing clientele to draw from the retailer should experience a wonderfully big and profitable year in 1919.

WOOL POSITION SOUND

No Depressing Note Sounded — Mills Making Men's Cloths Welcome Cancellation Government Contracts —Military Orders Superseded by Orders For the Civilian-Soldier in Great Britain.

WOOL. — The transition period through which the woollen trade is now passing from a war to a peace footing reveals a situation which is anything but depressing. It is true Government orders have been cancelled and manufacturers are adjusting their plants to peace requirements. And what does the situation reveal?

The woollen and knit goods mills in Canada are facing conditions that combine favorable and unfavorable results. MEN'S WEAR REVIEW is informed that the Government at Ottawa has cancelled all orders for khaki cloth, blankets, underwear, sweater coats, socks, etc., on all goods not actually in process of manufacture. In a few mills, especially knit goods manufacturers, this will not be welcomed, as there is a tendency on the part of portions of the trade to await a decline in prices before ordering their regular quantities. For the woollen mills, makers of men's cloths, this cancellation of Government orders will be welcomed as permitting them to give much needed attention to their domestic trade which has had to suffer from taking on of Government orders. The scarcity is likely to keep up the demand for men's cloths, although it is not so brisk in women's.

Reports from the United States show that the Government there has been working in conjunction with manufacturers to determine a plan of distribution of wools now on hand which will disturb the industry as little as possible consistently with being effective. The result arrived at is that wool stocks now held by the War Department will be disposed of at public auction. It is stated that the amount to be offered at each sale will be such "as in the opinion of the wool experts the market can easily absorb." A minimum reserve price will be fixed below which no bids will be entertained. Decision to dispose of the department's big stock accumulated for the war at auction was reached after consultation with experts of the War Industries Board. General Wood's statement said the question of whether the embargo on importation of wool to this country will be continued is now having the earliest consideration of the War Trade Board.

Curtailments on civilian production in practically all lines are being lifted or modified. The definite announcement of the War Industries Board that it was their intention to continue all maximum prices thus far established on commodities through the dates originally set in the price-fixing orders has done much to steady the markets. It was further stated that as these dates are approached the board will consider on its merits the price control over the respective commodities affected or removing that control. To attempt any change before the dates fixed in the original orders, it is pointed out, would be to inflict hardships on those who have placed orders on the assumption that the prices would obtain for the period specified. The War Industries Board still has centralized control over fuel and transportation, and so it is still in position to enforce these maximum prices.

A similar situation exists in Great Britain. The fixed issue prices of wool and tops for the next rationing period were determined upon some time ago and current prices will stand until the end of March. Wool stocks have been steadily declining in Great Britain and whereas marked improvement was looked for this present month, a further falling off during the first four months of the new year seemed likely. Just what effect the signing of the armistce may have is not yet clear, but with shipping at a premium there seems to be no hope of an improvement in stocks for some time to come.

Late advices received from England indicate that a drastic cutting down of the production of military clothing is looked upon as a certainty. However, it is believed that production will still largely be on Government orders for standard suits to demobilized soldiers. It is understood that a very embracing scheme, which involves not only the soldiers but his dependents, is being mooted by the Department of Wool Textile Production. Ordinary civilian trade will still take second place to the civilian-soldier and his dependents.

It would seem that despite efforts of Canadian manufacturers no increase in allotments of tops from Great Britain can be hoped for from Great Britain till after the first quarter of 1919 at least. That means that the position of the worsted mills will be unchanged so far as an increased output is concerned.

Stocks of cloth have arrived in Canada in very fair quantities, but there seems to be some doubt as to whether 1919 arrivals will be as liberal. Some authorities are positive in their statements that fewer woollens will reach Canada during the coming year than have come the past twelve months. They further assert that with the increased demands to be made for civilian cloths competition amongst buyers to secure materials to meet their needs will still further increase prices.

Merchants as a whole are strongly of the opinion that sharp reductions from the present values of cloths will not materialize. Normal levels will be reached very gradually, especially in men's clothing. Large numbers of soldiers are being discharged in Canada weekly and arrivals from overseas will soon provide the men's wear retailers with thousands of additional customers so that the demand should increase rather than decrease. Good business and a fairly well maintained market is looked for during 1919 for the men's wear trade.

Canadian mills are taking steps to secure export business too. This is shown in the appointment of a representative from the Woollen Manufacturers' Association who will go to England to keep in touch with the Canadian Trade Mission, and to assist in the securing of business for Canadian mills from Europe.

COTTON FIRM

Prices on Raw Cotton Well Maintained—Demand Promises to be Heavy—Manufactured Goods Advance in England—List Sent Out Since Signing of Armistice.

COTTON. — The cotton textile mills have been encouraged by evidences that their theory that the end of the war would shortly stiffen prices of raw cotton and at least hold up prices of manufactured goods, was justified. Last week for the first time in over four weeks the 30c mark was reached and passed on spot middling uplands and the market at this figure is strong.

It has developed that the Governors of eight cotton-growing States have signed a proclamation urging farmers, merchants, banks and business men to form organizations and to hold the 1918 cotton crop for a price of not less than 35c a pound, middling basis. This is about 5c per pound above to-day's basis and may have bearing on the future of the raw material. The proclamation, which is an endorsement of the recommendations made by the cotton States, says that the official Advisory Marketing Board terms such a price equal to the cost of production, plus a fair profit. The recent heavy break in cotton prices, the proclamation continues, is wholly unjustified by existing conditions, and the great disturbance incident to the break in the market has temporarily paralyzed the agricultural business interests in the South and entailed a heavy loss to the cotton producer by reason of the price being below the cost of production.

Negotiations instituted some time ago by a committee representing operators and spinners, to secure an increase in wages of from 40 to 50 per cent.,have not yet effected a settlement. The present agreement came to an end December 7, and there is no doubt that substantial concessions will have to be made to satisfy the operators. A strike has been called and at present the strike embraces, it is estimated, 100.000 cotton spinners in Southeast Lancashire. It is said that very few firms have met the demands of the men and that fully fifty million spindles are idle.

Late advices indicate that the British Shipping Board has ordered all ships that are available to take raw cotton on board, and all that can be secured will be used for transportation of cotton for some time. The latest estimate is that there are only 244,000 bales of cotton of all varieties on hand in England as compared with 1,000,000 in normal times, and shipments of 200,000 bales weekly. The same situation is declared to be true of all other cotton centres in Europe. It will be some time before the British and French textile mills can operate to capacity, especially as the great majority of the French mills are located on land that was seized by the Germans, and the machinery was either destroyed or dismantled. Switzerland is looked to for a large quantity of textile machinery, but the orders there cannot be overtaken for months, if not years.

Since the first of August the shipments to Europe of raw cotton have amounted to only 1,081,863 bales, as compared with 1,509,792 for the similar period last year. This European demand is almost certain to firm prices and restrain cancellations of manufactured cottons in Canada.

A report received by one importer from his principals in England since the signing of the armistice, brings forth the following comment on the situation there:

It is true that the price of cotton can be termed fictitious. It is impossible to buy cotton yarns for the manufacture of the better class of goods under 55d per pound, which compares with a pre-war price of around 12. Present prices would not show the cost of the goods and have just issued further advanced list. All countries are depleted of stocks and the demands for raw material are great. There is no indication that the peak as far as prices are concerned has yet been reached.

As far as manufactured cottons in Canada are concerned there has been no easing away whatever. Representatives of the various mills state they are sold up to capacity — eliminating Government contracts entirely — until June, 1919, and orders are now being solicited for June-August delivery at August, 1918 prices. This means that retailers will be working on high priced goods until end of 1919 at least.

There is an element to be considered here, too. Many retailers have been working on stocks bought twelve months ago — maybe longer — at much lower levels than that in effect to-day. It is probable many have not taken full advantage of market advances. Their present stocks are likely to be cleared up pretty well by the end of the year or next spring at the latest, at which time replacements will be provided for on to-day's market and this will mean a retail price even higher than that found in some districts now.

The feeling amongst the trade in general is that prices may be maintained for some months to come and the outlook seems to be for very good business. Retailers should buy carefully and not overload. There seems to be every reason to believe that prices will recede gradually and merchants, by watching their buying carefully, can carry on successfully.

STORE FOUNDER INSISTED ON PLAIN CARDS

Could Not Read the Small Lettering and Decided to Have Bold Type—Uniform Style of Letter and Numeral Gradually Adopted—Illustrations Show This Style

One of a series by R. T. D. EDWARDS

THE system used in one of Canada's big stores for putting show cards on their goods is a very interesting one indeed and is sure to be beneficial to the smaller merchant.

We will first state how this store came to adopt its present system of plainly-printed uniform style show cards.

The founder of it was one day viewing their show windows. On one neatly-trimmed merchandise display was a show card neatly lettered with small type. The man's eyesight being slightly defective he could not make out what was printed on the card. The result was that an order was passed that all cards, whether in the show windows or for interior use, must be lettered with a bold type so that all customers might be able to read them easily.

Uniform Style Adopted

A system was gradually worked out and the result was that a uniform type of letter and numeral was adopted—a style that was applicable to hand or machine printing.

The style adopted was a square-faced Gothic, a style which the cardwriter could form by using the brush stroke method (we might say here that the brush stroke method of forming letters is the only way to turn out show cards quickly, and it is being taught and used by all the foremost schools and cardwriters). The next thing to standardize in this store was the sizes of the cards. Each card had to have a ruled border. Then a range of prices was selected, suitable to the prices of the merchandise in the various departments, from one cent upwards and many of each price and size were printed.

Suggestions for Men's Wear Card Writers

You didn't get 'em for Christmas? Well, buy them now.

Cold feet—never. Buy these socks.

That extra suit of underwear you need to carry you through the winter—we have it.

You like soft collars—see our new styles.

Cuffs frayed? Time for some new shirts. We have what you want.

Wintry winds don't madden if you wearing a snug-fitting cap.

Cravats to suit your taste — look them over.

It's a long time till Spring. Better buy another suit of warm pyjamas.

Overcoats better in quality and cheaper in price than you'll get next year.

Order that Spring suit now, and have it when you want it.

A large sliding door cabinet was built with shelving suitable to the various card sizes. The cards were placed in it in numeral order on their edges, this making it easy to obtain the desired price card. Sale cards, Friday bargain cards, "As Advertised" cards, etc., were all arranged in this manner.

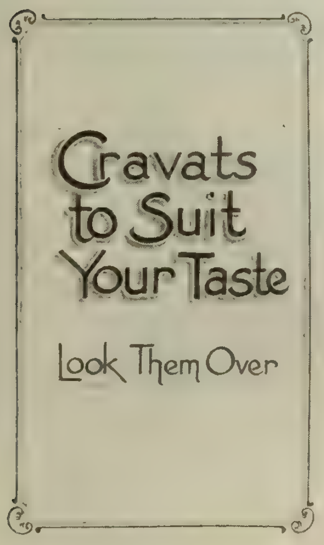
One great feature in this company's system of show carding the store is a hard and fast rule that all cards belonging to a sale or season of the year must be taken down on a given night and replaced by the uniform white card with black printing. For instance, the day following Christmas all card with Christmas designs are to be discarded or at the end of the semi-annual sale all sale cards must be dispensed with on a given date. This system can be worked out in the small store just the same. Don't allow Christmas cards to remain up after Christmas. It looks just as bad on the part of the store management as if "Friday Bargain" cards were left up on Saturday.

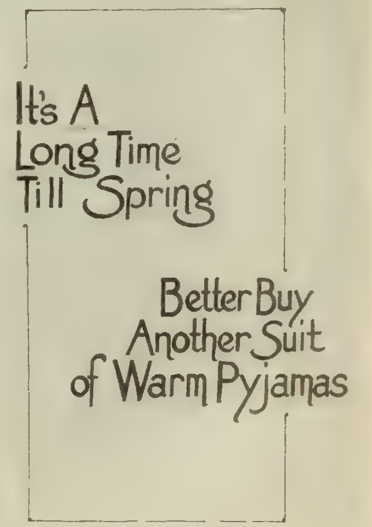
This "big store" example is not given as one to be followed minutely by the small store cardwriter, but many things can be gleaned from it that will be very helpful. For instance, many cards can be worked up ahead of time; borders can be ruled, standard prices can be made up by hand and filed away for busy seasons. The style of letter can be made uniform whether a heavy "Gothic" or a neat "Roman" be used. The color and sizes of the card should be standardized. This rule of course would vary for special sale purposes or at "opening" times.

Samples of This Store's Cards

The two styles of show cards demonstrated give a fair idea of the class of work used in the windows of the big store above mentioned. They are good readable cards. The type is plain, the layout neat and not elaborate, yet when you see either of these styles used in a couple of dozen windows all at one time the effect is good. This same form of lettering has been used for years and in all probability will be used for years to come. It is a part of the policy of the store.

There cards are white with black letters. The underlining is red. The shading on the one card can be done in any shade to suit the window trim.





CANADIAN MILLS FREE TO SUPPLY CANADIAN USERS

Khaki Orders Not Entirely Cancelled but Looms can be Diverted to Civilian Needs—Huge Growth of Canadian Cloth Making Industry

THE turn of events makes it seem probable that both overcoatings and suitings will come to the Canadian clothing manufacturer more easily than could be expected a few months ago At that time the Canadian mills, upon which clothing manufacturers had come to depend for something like 75 per cent. of their requirements, were almost occupied upon Government business. Since then has come the armistice, and following it a cancellation of Government orders. It is now stated—as will be found elsewhere in this issue—that the Canadian Government has decided to reconsider those cancellations and to take at least 50 per cent. of the khaki cloth which was produced, or in process of production. This will, of course, save a great loss to the Canadian cloth mills—a point of importance since this industry has been getting a strong hold only since the commencement of the war in some cases. This taking over by the Government of cloth which is already made, or which is in process of completion, would seem also to mean no loss to the Government, for its plans are evidently made to utilize this in various ways.

MUCH KHAKI SHODDY ON HAND—A MENACE

THE seriousness of the situation brought about by the cancelling of Government orders, following the signing of the armistice, is indicated in the instance of one cloth firm which has ten tons of khaki shoddy on hand ready for weaving into khaki overcoating.

This was bought at the high price of 70c per yard. The other day it had sunk to a value of 12c a yard. This khaki shoddy would make beautiful cloth—much better than some all wool cloth. It would be suitable, however, only for dyeing into dark shades, black, brown, etc., and, therefore, has reduced value.

Fortunately the announcement of the Government—made elsewhere in this issue—that cloth under process of production will be taken, at least in part, and will be utilized in supplying uniforms for civil service, makes it seem possible that there will not be so serious a loss to the manufacturer who has this large quantity of shoddy on hand; nor will there be a loss of good wool; nor again will there be a loss to the trade as a whole by reason of this shoddy being made up into cloths, which, by reason of their color, would probably have to be sold at very moderate prices in order to find buyers, and which consequently would tend to break the market to the disadvantage of all.

Military Needs At Last Secondary

However, no matter what is done with the military orders, it is certain that the mills will be able to take their time on production of these cloths, and they will be able to devote more looms to civilian purposes. They will be able to divert these practically at once and it does seem that the overcoating situation, and the suiting situation, too, will be relieved.

There need be no thought, however, that supplies will come through as well as could be wished. The truth of the matter is that practically 80 per cent. of the cloth used by the Canadian clothing makers will still have to be secured in Canada and the local production is not yet enough to cause any over-supply—to enable any building of reserves.

Why English cloths need not be expected in Canada in any great quantity is explained from the fact that the orders coming to the English mills from Belgium, France and Italy, are such as to practically ensure the occupation of those mills at full time for upwards of two years. Some of the high grade cloths will be brought to Canada, but nothing like the amount of English woollens will come here that have in the past.

Huge European Orders

The demand for cloth from Europe is so great that the Canadian cloth makers expect to sell a good quantity over there. Some grades they will be able to sell there which would not be suitable for the Canadian market, so that this will not in any way be interfering with home interests.

It is worth while at this time to realize what has been accomplished in Canada in the way of cloth production since the war started. The biggest mill now making cloth in Canada wasn't in that business at all before the war. Other mills have increased their output tremendously and now, both for cheap and moderate priced cloths, and for fine cloths too, the work of these mills leaves little to be desired. It seems probable, therefore, that from now on the Canadian clothing manufacturers will secure a very much larger percentage of their materials here than ever before.

A TRY-ON BEFORE STEALING

During the night of December 11 thieves entered the store of Ed. Mack, 167 Yonge Street, Toronto, and took away goods to the value of about $100. Many garments were tried on before making the final choice, the burglars leaving in exchange for the articles taken a light overcoat and a few trinkets.

KNOW VALUE OF CLOTH

Early in the morning of December 13, thieves, backing an auto up to the rear of the tailoring establishment of T. R. Sands, Toronto, entered the premises and made a getaway with over $3,000 worth of cloth.

RETURNING MEN HAVE INFLUENCE ON STYLES

THE influence of the returning soldiers upon styles will become evident when the clothing manufacturers send out their samples for Fall, 1919—samples which will perhaps go to the trade a little earlier this year, say about the end of February or the first of March. Manufacturers are only estimating what the soldier is going to want, but they already have a good deal to go on with and believe they are working along the right lines, though for subsequent seasons they will have more data at hand. Probably every designer at work in Canada is observing carefully the peculiar features of the clothing which the soldiers have been wearing; he is getting an opportunity to find out what these returned men say about suits when they are trying them on or being fitted for them, and he is using the knowledge he gets in this way to change, or modify some of his Fall, 1919, models.

Speaking generally, the returned man seems to want a snug-fitting coat like the uniform he is discarding. This applies both to officers and men. The problem of the designers therefore is to get a coat which will feel snug, as the soldier wants, and yet be large enough to give the well-dressed appearance which is desirable.

Soldiers also mee to want trousers closer and higher in the waist, though in this last regard they may get used to something like the measurements which the clothing manufacturers generally have been giving. The designers do not want to increase the height of the trousers as they do not think this improves the appearance of the garment—quite the reverse—and also it defeats one of the big objects of the day, which is to conserve all possible cloth.

Another observation of the designers as to the needs of the returning men will have an influence on all ready-mades—it is the observation that the active life the soldiers have been living has so developed them physically that they will require roomier trousers. It is the hip which has been particularly developed and the trousers will have to be cut more generously here, though probably there will be no more cloth used in the leg.

BUY CLOTH BACK AT 25% ADVANCE

As indicating the strong position of cloth, the instance of a Buffalo tailor who fell a victim to the "Flu" during the past month is worthy of record.

This tailor left as his executor a Canadian men's wear merchant. The men's wear merchant, going to Buffalo to clean up the estate, found a stock of cloth which had been laid in only during the last six months. It had been bought well, however, and the very people who had sold it to his tailor bought it back from his estate at 25 per cent. advance.

It would seem that the trick in designing for Fall is going to be to get military touch into the clothing, without making the fact that this is present stand out noticeably. The idea will be to make a model which will cause the soldier to feel at home—to feel well dressed—when he gets into it.

Styles for Fall, it would seem, are going to be rather fancy. Overcoats, and coats generally, will be perhaps closer fitting in the waist and will have a flare skirt. The skirt will have a flare at the side—that will be one of the problems of theh designer, to get this flare coming just in the right place.

It is early yet to decide the models for Fall, but designers are working on some lines and the trade will be interested in reading about this.

One double-breasted overcoat seen had quite a close-fitting waist with the belt effect given by a pleat. There is quite a roll to the long lapels and there are two rows of two buttons each, forming, taken together, something in the nature of a V.

Another model has a somewhat easier waist and shows the flare skirt beautifully. In this model, too, the lapels have an easy roll. The convertible collar is present and the seams are stitched so that they stand out distinctly.

The aim in all designing for Fall is going to be to conserve cloth—this largely to the end of keeping prices down and the quality up. Of one thing the manufacturers are certain, that is, that the men's wear merchants and their customers want quality clothing—quality both in the cloth and in the workmanship; on the other hand they realize that merchants want as low priced a garment as is possible and therefore all the efforts are to reduce the quantity of material used.

This is being accomplished in a most remarkable way, however; the cloth is being saved and yet the overcoats and suits have an appearance of ampleness which would lead one to think it anything rather than an attempt to cut down material.

The trench coat for Fall, 1919, will be shown, but there will also be a tight coat worn with belt and wide convertible collar. It is expected that this will be a bigger seller, in some sizes at least, than the trench coat.

A number of retailers have been finding that customers like the Ulster style but without the Ulster length. Many have been altering coats themselves at the request of their customers, cutting off from the length of these. This, of course, upsets the balance—the harmony—of the coat entirely, and while it will not be noticed by many, the added good points of the same length but built for that length, and therefore harmonizing, would be quickly seen by them. Realizing these facts, coats in the Ulster style will be made for Fall in a number of lengths. In the West these are wanted at from 48 to 52 inches. It is in the central and eastern parts of Canada that the shorter length is appreciated, and for this district, models, the longest of which will be 46 inches, are being turned out.

There will be more to say about clothing styles after the meeting of designers, which takes place in New York early in January.

COLLARS & SHIRTS

BUY SHIRTS FOR NEEDS, NOT FOR SPECULATION

Belief is that Fall 1919 Prices Will Touch New High Level—This May Be the Top.

WHAT should be the buying policy of the retailer as regards shirts? The general impression among those who are in a position to know is that prices for Fall, 1919, shirts—while they will not be announced until March probably—will be high. They will be fully as high as the prices of Spring shirtings and there is quite a probability that they will be considerably higher.

In this connection another question arises. Supposing prices for Fall, 1919, shirts are just as high as for Spring, 1919, or higher as is quite possible, will this not be the top notch? Will shirts not tend downwards in price after that?

This would seem what may be expected, but the conditions are so unusual that it is hard even to predict this. Indeed, in estimating the buying policy for 1919, a merchant would seem to be confronted with a few certainties and a number of uncertainties. He has reason to feel certain that the demand will be great. He has reason to feel certain that the price will be high, but there is no certainty as to price in the future.

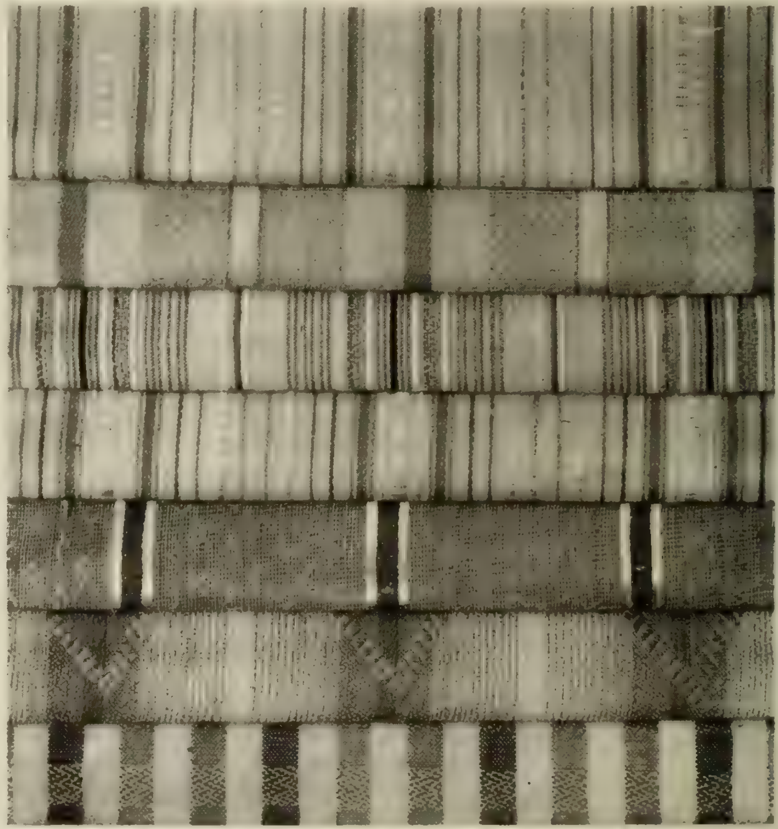
"What would you do if you were a retailer and know what you now know about the shirting situation?" asked MEN'S WEAR REVIEW of one closely connected with the trade.

"I'll tell you exactly what I would do," said this man. "There is no reason why any of us should want to tell anything but the exact facts at the present time. I would buy for my needs. The medium priced shirt would cover my requirements until November, anyway. I would buy a few cheap shirts and more expensive shirts, but not as many expensive shirts as perhaps I have bought for the past couple of years. I would count on the big shirt sales being on those which would retail at from $2.50 to $4.

"As I say, I would estimate my needs and cover these until November. I would count upon being able to sort up then, or perhaps being able to buy from the Spring, 1920, range which would be shown at that time. There is a possibility that I would then be able to secure something better in the nature of prices. Anyway I would probably not have to pay more for shirts than I would at present."

These are some interesting points here and they are the points that appeal to many close students of the situation.

Generally speaking shirt manufacturers have bought cloth for Fall, 1919. What they see now quoted is at still higher prices, so that there seems no possibility of a decline in the Fall range.



Some New Shirtings from the early range of the John Forsyth Company.

AND WE COMPLAIN OF PRICES

A young Belleville officer in a letter to his parents this week helps to convey an idea of what dizzy heights prices have risen to in Belgium. When the officer arrived in Brussels with the Canadian expeditionary force he found it was necessary for him to procure that great essential of masculine attire, a pair of suspenders. He accordingly went to a store where such things were sold, and the cheapest he could buy were held at 33 shillings a pair, or about $6.50 Canadian money. One used to be able to purchase a whole suit of clothes around that figure and the obliging dealer would occasionally throw in a good pair of suspenders to keep the customer good natured. Pity poor Belgium!

NEW STYLES A-PLENTY

The majority of British men's tailors seem to think the proper attitude to take regarding styles, since the lifting of the Government regulations is to let customers have as free a choice in the matter as they did before the war. The new plates which the tailors are said to be prepared to send out are stated to hint in no way at style restrictions.

WHY PRICES CANNOT GO DOWN AT ONCE

Facts to Recount to Customers—These Will Prevent the Postponement of Buying

"PRICES should be down," say the store customers. The war is over."

Here are just a few reasons why shirt prices are certain to be higher before they are lower in spite of the fact that the war is over. These points would be worth bringing out to the customer who thinks things should be much lower. In this way customers, once getting the true idea, will tell others why goods still remain high, and thus all tendency for people to stop buying shirts pending an anticipated decline, will be checked.

Just read this comparison of some cloths bought for the Spring range of shirts and the same cloths bought for the Fall 1919 range.

For Spring, 23¼c per yard, for Fall, 28½c; for Spring 26c per yard, for Fall, 32½c.

A flannelette which was quoted a year ago at 19½c is now quoted at 32c.

Watching the raw cotton market is perhaps one of the most misleading proceedings that can be taken by one who does not understand what the raw cotton market means—how important it is to the question of cotton cloths and just where its importance stops.

To begin with the cotton crop quoted in the Canadian papers is the U. S. crop —the big crop of course, but one in which there is a considerable percentage of low-grade cotton. A certain price will be quoted. A buyer goes on the market and says, "I want one inch staples" (that means, roughly speaking, cotton which will draw out without coming apart to at least one inch. "One inch staple? well that's 150 up"—meaning a cent. and a half a pound more.

So it goes; raw cotton quotations are not always what they seem on the surface.

Then the truth of the matter is that in spite of the cancellation of war orders the demand for cotton at the present time is in excess of the supply. Under normal conditions England takes about seven and a half to eight million bales of cotton, and for the past three or four years the United States crop has only gone about eleven and a half to twelve million bales. This just makes it evident how huge the call upon that cotton will be.

As has been said, the actual price of raw cotton is only one factor in the price of the finished cloth, the great factor being labor, and for years now weavers and spinners have been getting wage increases, until to-day they are getting from 50 to 60 per cent. more than prior to the war. Nor, in spite of the opinions sometimes given by newspaper editors, can these wages be reduced overnight. If they are, good night. As a matter of fact, since the armistice has been signed the cotton workers in Manchester, England, has insisted upon a 30 per cent. increase in wage scale, and they got their request.

SHIRT DEMAND TO BE LARGE

Already evidences are not lacking that the demand for shirts is going to be exceedingly large.

One big Canadian house ordered some $5,000 worth of shirts and delivery was arranged for December 1st. They were, of course, wanted for Spring selling. By the time December 1st came along the purchaser had received, at his own request, every one of these shirts. They had been sent him in response to hurry-up calls and had practically all been disposed of—disposed of for Fall and Christmas business.

This is an exceptional case, but soldiers' purchasing is already becoming a big factor and stocks are eaten into more than the merchant expected.

It begins to seem as though there may be big sorting business for Spring. The earlier orders are placed for this the better will be the chances of getting delivery.

The cost of the labor put into cotton will certainly be high for many months so that this factor cannot contribute to any lower price.

Then the law of supply and demand again has to be considered. Just how scarce cottons are is indicated by the fact that "seconds," which used to be quoted at 10 per cent. reduction, are now generally quoted at 5 per cent. reduction.

It would seem that the question of supply, with its relation to demand, would be greatly influenced by the release of so much labor which has been employed on war work. It would seem, too, that the coming back to the mills of skilled workmen who left for the war, or to enter even more lucrative positions, would increase the output. It is true that much material has been destroyed through the war period through bad workmanship. That has been one of the factors which has run up prices of goods. Manufacturers continually had to allow for much larger percentage of spoiled goods than ever before, yet, unfortunately, it does not seem that there will be as big a change here as one might expect. The skilled workers will come back to the cotton mills and will be welcomed back, but they will be needed, and the workers who have been on munition work but who know comparatively little of cotton in the finer grade, will be wanted, too.

The man who has been making rough cloths wanted for war purposes cannot be used on the finer variety until he has been educated to it. He will be educated just as rapidly as the manufacturers can achieve this, for a huge output is required to replenish the general reduction in stocks. There was a time when practically one year's reserve supply was on hand. Now the shelves in warehouses and retail stores are barer than perhaps they have ever been, and there are no large supplies in the converting plants. All this has to be built up, and it has to be built up at the same time that there is a huge demand from countries which have suffered during the war.

No, cotton seems likely to remain high in price. One expert gives MEN'S WEAR REVIEW his opinion that it will go to 40c before it commences to recede and to stay down.

The cost of the cloth is certain to remain high and there seems no reason to expect that the converting of the cloth into shirts can be accomplished at less expense. The Canadian shirt plants are hard put to it to get help at the present time. In Kitchener alone some 200 girls could be used. There is no reduction of wages in sight. All that can be hoped for is that the return of some skilled workmen, and perhaps a greater feeling of responsibility on the part of workers generally, will result in a greater output with the same number of workmen.

Generally speaking, it looks like high prices for shirts for a considerable time though they may commence to move downward for Spring, 1920.

CIVILIAN DEMAND TAKES ENGLISH CLOTH

One of the great problems of demobilization in Britain will be the provision of civilian clothes for the millions of young men who for the last four years have appeared exclusively in khaki.

Production of military clothing is to be curtailed without delay, and mills which had been turning out khaki by the mile for four years will be able to devote more attention to the production of "mufti."

Whether there will be enough to go round really depends on the length of time demobilization will take. A heavy rush back to civilian life would mean short supplies, to say the least.

Already there has been a large increase in the demand for civilian clothes. The head of a West End business house stated yesterday that for the last four years his trade has been 85 per cent. military and 15 per cent. civilian. Since the armistice the percentage is 90 civilian and 10 military.

SOFT COLLAR FINDING FAVOR WITH ALL

Young and Middle Aged Seem to Approve of This Style—Proportion of Sales in Favor of Soft Collar Now

EVERYBODY'S doing it—it would seem. Not the late lamented turkey trot, but wearing soft collars. One merchant advised MEN'S WEAR REVIEW this month that his sales now averaged 90 per cent. soft collars and 10 per cent. laundered collars. It is not MEN'S WEAR REVIEW'S belief that this is a general state of affairs, but the indications are that soft collars are coming into greater and greater favor. Everything, moreover, points to the continuation of this state of affairs.

Consultation with manufacturers of the line leads to the belief that at least 50 per cent. of the collars being sold at the present time are of the unlaundered type, and the general impression here, as well as in the minds of the retailers, is that not only for the summer of 1919, but for the winter months as well, the soft collar sales will be bigger than ever

—From Men's Wear, New York

A Returning Soldier Putting on the First Starched Collar He Has Worn in Nearly Two Years. Collar Men are Predicting a Wonderful Increase in the Demand for Soft Collars.

Finds Wide Favor

Men seem to be finding the soft collar very easy to wear. Moreover there is a negligee appearance to the collar which is very appealing to many. It is a collar which is finding great favor with the young men who want something dressy, and it is also finding great favor with the middle-aged men, who want to be neat, and at the same time be comfortable.

And there is another big point which seems to be winning friends for the soft collar—a point which MEN'S WEAR REVIEW has mentioned before—it can be laundered at home. This not only means a saving in expense, which is somewhat of an item with everyone; it means also a saving in trouble, for often it makes unnecessary any parcelling of goods for the laundrymen at all. Since the French cuff became the great thing with shirts, many households are not sending shirts to the laundry; and now, fixing up the soft collar at home, mighty little has to be sent out. This may be hard on the laundryman, but it is a situation which evidently finds favor with collar wearers, and that is the point for the Men's Wear Trade to consider.

Of course, one of the great factors about the home laundering is that the collars will last longer—a point which is a big factor with soft collars in spite of the fact that the initial price does not seem to be an important consideration. It would seem that a man is quite willing to pay anything in reason for a soft collar—but, having got one which he likes—he likes it to last some time.

Many things are being said nowadays as to the influence the returned soldier is going to have upon life in Canada. Among other things it seems certain that the return of the men will have a moulding effect on men's dress, and one result will be to cause the soft collar to be more and more the thing. Officers overseas have been wearing soft collars every day. They naturally will be inclined to continue this practice though they change the collar from khaki to white. The returned officers are the class of young men who more or less set the fashion, so that their influence will pyramid.

A little talk is arising as to the quarter sizes in soft collars. The one great difficulty with these collars is to satisfy the customer as to size when he first buys the collar, and to have him satisfied as to size after the collar has been washed. These collars are considerably more difficult to make than the laundered style. As they are not laundered the outside material is not pre-shrunk, and the great problem of course is to get a collar which will fit the wearer the first time he puts it on and also after it has been shrunk.

Manufacturers are making such rapid improvements on the soft collar however that it is likely this difficulty will be more and more overcome. Indeed many retailers state that they are not having much trouble in this way. They say that the soft collar is worn tight—and that if a person gets a size which will fit him comfortably before it is laundered this will fit him more tightly afterwards, it is true, but will give the neat appearance which is desired.

By the way, it is interesting to note that some wearers of soft collars—wearers who are having them laundered at home moreover—are having a little starch used. This, they say, does not give the stiff appearance, which would be contrary to the idea of the soft collar, but does nevertheless prevent any wrinkling. MEN'S WEAR REVIEW is not recommending this process. It would be interesting for merchants to try it out on their own collars and see what is the effect. Then they would be able to give a personal opinion on the matter to their customers.

1919 seems certain to be a huge soft collar year. At this season when plans are being formed, it would be well to bear that in mind.

THE LATE JOHN A. WALKER

John A. Walker, a member of the firm of Walker Bros., manufacturers' agents, St. Peter St., Montreal, whom the *Star* says was "popularly and affectionately known to his wide circle of friends as 'Jack' Walker," died suddenly at his apartments at the age of sixty-four. Mr. Walker belonged to a prominent old Montreal family of Scottish origin, and spent most of his life in business, where he not only succeeded but won the friendship of his associates to an unusual degree. He was a member of the Mount Royal and St. James clubs, and will be missed in these circles as well as in the business life of the city. Mr. Walker is survived by one brother, C. J. Walker, a member of the firm, and another, George A., in London, England. His only sister was the late Lady Glen-Coats, wife of Sir Thomas Glen-Coats, of Paisley, Scotland, a grandson of the founder of the thread firm of J. & E. Coats, Ltd.

SHIPPERS DEMAND "CASH" FROM RAILWAYS

Only Fair, They Say, if They Must Settle Promptly For All Shipments That Railways Should Pay Up When Claims Are Made For Damages, Over Charges—Railway Order Postponed Until March 1

THE proposal which the Canadian railways announced some weeks ago of putting all shippers on a cash basis on January 1 will not go into effect until March 1. At a meeting held in Toronto and attended by a number of manufacturers and retailers, representatives from the accounting departments of the various railways and the secretary of the Canadian Railway Board, it was decided, after going carefully into the question, to postpone putting the measure into effect for two months.

It was stated to HARDWARE AND METAL that the first announcement sent out by the railways to the shippers was misleading and resulted in a great deal of misunderstanding. The announcement led many to believe that no goods would be accepted for shipment unless the charges were either paid for or a bond was given that would assure the payment inside of 96 hours.

Against the Proposal

Many shippers, especially some of the larger ones, regarded this action as decidedly drastic and protested vigorously, pointing out that it would cause them a great deal of inconvenience. It would mean that they would have to prepay all charges and then collect from the retailer.

At the conference it was explained that it was not intended to have the measure work out in this way. The railway authorities stated that they had intended to allow shipments to be made as at present, with the option of collection being made at either end. This would leave all shipping arrangements as they are now, subject to whatever understanding is arrived at between the shipper and the consignee.

Want Their Money

The representatives of the railways, it is stated, took a firm stand in regard to the cash basis and pointed out that they proposed to get their money and not have collections spread over weeks and months. They claimed that this "credit" system had resulted in too many losses and that they proposed to put all shippers on the same basis. At the present time some pay cash and others do not, but after March 1 they plan for all to pay cash.

The manufacturers and retailers, as pointed out in a former issue of HARDWARE AND METAL, have a grievance against the railways in that money due them from the railways for overcharges and other causes is often not paid for six months or a year. Claims for damages, it is stated, are not settled promptly in a great many cases. These matters were brought up at the conference and the manufacturers and retailers declared that if the railways are going to collect cash from everyone in future they ought to arrange to settle all damage claims, overcharges, etc., on a cash basis and inside of a few days after the claims are made.

They made the point very strongly and also pointed out that the proposal of the railways to only allow a limit of 96 hours for payment for shipments was unreasonable and in many cases a physical impossibility because merchants, especially those getting in large quantities of goods from overseas, did not get the necessary papers in that time and could not check up the shipments to see that they were OK or enter any claims for damages that might be necessary.

It was suggested that one week at the very least should be allowed for settlement, preferably a little longer.

The justice of these claims of the manufacturers and retailers was admitted and it was finally decided to postpose the date at which the railway's order would become effective in order that the questions at issue may be taken up more thoroughly with business interests all over the country.

Will Meet Later

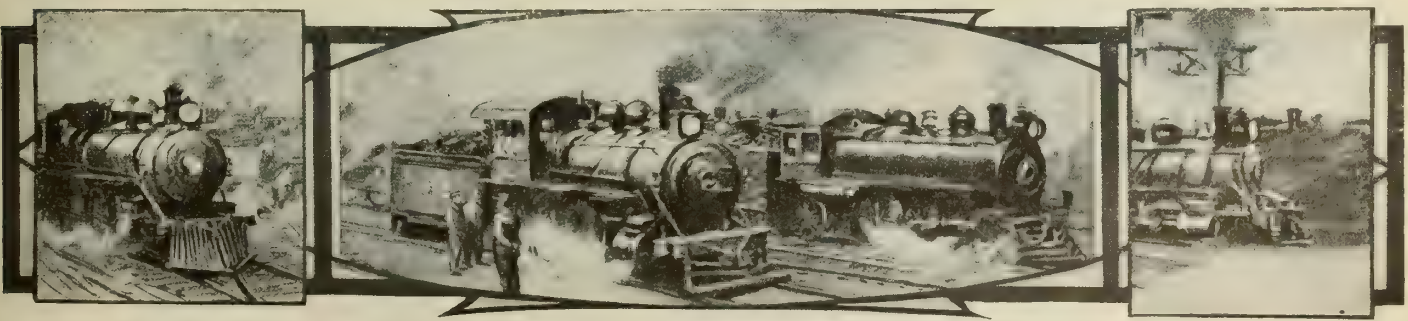
This is being done immediately and circular letters are being sent out this week by the Canadian Manufacturers' Association. It is expected that some other suggestions may be made and which will be in the interests of all and when the information is in a committee will meet and decide upon what recommendations are to be made. They will then take the question up with the representatives of the railways and Secretary of the Canadian Railway War Board.

When the new order becomes effective it will mean that the accounting systems of many large shippers will have to be changed. There has been some objection to this on the grounds of inconvenience. The railways, however, have made it plain that the cash basis plan is to be put into effect and as many of the manufacturers and others are working either on a cash basis or as close to it as possible, they state that in the long run the plan would work out in the best interests of all.

For Forty Years

The Canadian railways have been granting credit to shippers and time in which to pay for more than forty years, one official stated to HARDWARE AND METAL. Some months ago it was decided to go on a cash basis as a result of the policy that was inaugurated in the United States by Director-General of Railways McAdoo. The plan, it is stated, worked so well across the line that the Canadian railways after investigating thoroughly took the necessary steps to make it effective in this country.

"Between increases in wages and higher operating expenses the railways need all the money they can get now to carry on business," said one official to HARDWARE AND METAL. "Under the old system of granting credit there were many losses and often delays and inconvenience and all sorts of disputes and quibbling, sending out and chasing up accounts and so on. It is hoped by the new system to eliminate all troubles of this kind and to reduce all losses from collections to a minimum.



NECKWEAR

SWISS SILKS AGAIN ON MARKET

These Are At High Prices and It Seems Certain Big Supplies of Silk Will Come From New York for Some Time—Why Prices Will Remain High

SWISS silks are already coming on the Canadian market, though in limited quantities. At first it may be thought that this indicates the quick return to something more nearly like normal neckwear prices. A consideration of what has been offered Canadian neckwear manufacturers, however, does not lead to this opinion. It is very evident that the Swiss makers are having to pay such excessive prices for their raw materials that they are neither able to use as good qualities as in the pre-war days, nor are they able to turn out goods at anything approaching the old prices. Indeed, the Swiss silks now being shown are at prices which cost the Canadian manufacturer more than he has to pay for similar, or as some claim superior, goods from the New York makers.

No Drop Till 1920

There is, indeed, no real reason to look for a lowering of neckwear prices. They will be higher than ever during the first few months of 1919 at least, and it is quite possible that they will remain higher for the balance of that year. Towards the end, a movement towards lower prices may be commenced, though there are many students of the situation who feel this will not set in until 1920.

Labor is a very great factor in the cost of neckwear silks. The great advantage which the Swiss silk makers used to have was not only their nearness to the splendid Italian market for raw silk, but their ability to get skilled labor at very cheap prices. Now the labor cost of Europe is on an entirely new basis. The operators in the silk mills are getting prices which were formerly unheard of, so that this advantage will not give the Swiss manufacturers the big opportunity they formerly had to get goods to Canada at favorable prices.

How Wages Hold Up Prices

In the United States, of course, wages are also very high. Girls who have been employed in munitions are returning to the silk mills to assist these in getting their production back to something like normal. But these girls are not coming back for the wages which they worked for before the war. They are not getting as much undoubtedly as they got on munitions, but they are getting something perhaps midway between this sum and the sum for which they used to work in the silk mills.

Just how this makes necessary a continuation of high prices may be seen by considering just one operation. A loom man is able to look after two looms. The production of each loom will be about 15 yards per day. This man, perhaps, will be producing something like 30 yards of neckwear silk and his wage will be $3.50, perhaps $4. At the first price it will mean that this one operation alone, forgetting all others and forgetting overhead charges, makes a wage charge against the silk of 12c a yard.

One of the Print Failles being shown for Spring by Wm. Milne.

When it is considered that the silk passes through many hands—and that each worker who has something to do with its production, is getting higher wages than before the war, it is very evident that prices cannot go back for the finished product no matter what should happen to the raw silk market.

As a matter of fact the raw silk market is exceedingly strong, and naturally so since the output of silk has been interfered with to a great extent and the demand has been increased. The demand seems likely to stay very large, too, even though certain war needs no longer exist. Countries where silk was put on the non-essential list—the luxury list—will now go eagerly back to it and thus the requirements will be swelled.

Comparison of Prices

It is interesting to compare prices of some of the Swiss samples now being shown with prices quoted for similar or better goods prior to the war. One class of goods is quoted at roughly $1.80 which was a practically 60c prior to the war. Now this material—a Barathea—would have to be used in $1.50 neckwear. Another range is quoted at $1.87, whereas it could be bought in the old days at 70c. An Old Jasper which used to be bought at from 56c to 60c is now quoted at $1.69. Other showings at $2.12 per yard could be bought in the old days for a good deal less than $1.

There is no thought by manufacturers that the Swiss makers are trying to profiteer. The truth is simply that they have to pay a great deal more than in the old days for the labor that goes into their silk, and that they have to pay tremendously more for the raw materials and are having great difficulties in securing these. Of course, what they are showing are more or less staple patterns, but these are only early lots and doubtless there will be improvements in the patterns. The feeling seems to be, however, that the Swiss manufacturers cannot now, and probably will not be able for some time to compete with New York or U.S. silk houses. Japanese silk has been going in big quantities to the United States. The Japs are anxious to build up that market; moreover, it is an easy and direct haul with lots of boats going. To get Japanese or Chinese silk to Switzerland is a very different matter.

Tendency Upwards

No, it looks like American silks for the Canadian trade for sometime yet—at least it looks as though a large percentage of Canadian neckwear silk will come from Uncle Sam's land. And there is nothing in the air at the moment

NIAGARA NECKWEAR

Spring Novelties

◆

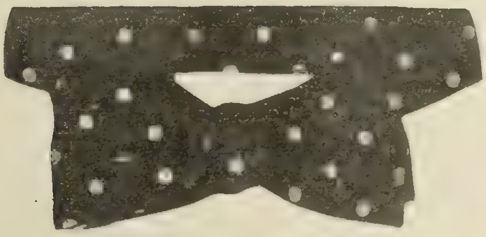
Polkas are to be very popular during the coming season. Our range is remarkable, and we feel sure it will delight you.

Examine our other Spring ranges—print failles — washables—all the styles you will want.

◆

Niagara Neckwear
Co., Limited

Niagara Falls
Canada



which indicates a coming of lower prices. Rather the tendency is upwards, though manufacturers may be counted upon to do everything possible to keep prices as nearly steady during the early days of 1919 as can be.

There are going to be a few ranges shown after the turn of the year at about $6, but they will be in small shapes and rather inferior goods. The manufactories' real ranges will start at $7.50—this tie to sell at $1 retail. The belief is that this is going to be the big seller, but a $10.50 tie to retail at $1.50 is also expected to be very popular. Prints are again going to be in great favor.

SCARCITY OF KNITTED TIES TO CONTINUE

Yarns Will Come From England More Freely Than Last Year, Yet the Demand Seems Sure to be Greater Than Supply—Price Up Somewhat

WHILE retailers are experiencing a splendid demand for knitted ties they are unfortunately also experiencing a great deal of difficulty in getting the desired deliveries, nor does there seem any reason to hope for a betterment after the turn of the year. It is possible deliveries will be a little easier, but other difficulties will face the merchant. Orders placed in many cases will of necessity be open orders as to colors in the pattern, and the prices which must be asked will be considerably higher than those paid during the past season.

During the early part of 1919 necessary supplies of raw silk came through from England quite satisfactorily. Then, however, the English users of this raw silk complained that they were not getting as much as they required and urged that the exportation of the raw silk should stop until their home needs were met. Acting upon this suggestion the exportation was discontinued, which meant that Canadian makers of knitted ties went hungry for silks.

For some time presentations have been made to the authorities in England that this embargo against the sending of artificial silks to Canada should be lifted—that it was really a discrimination against a country that was just as much in the war as England herself. The embargo has not yet been lifted, but definite information has been received here that shipments of the raw artificial silk will be made to Canada; that the Canadian users of this can count upon getting a fair share of what is available during 1919.

So it is expected a better output can be secured in the coming year and that the demand of the trade will be more adequately met.

Especially in the pure silk ties, which are selling now at about $27 per dozen and which must go still higher, it seems that the taking of open orders will be the thing. Black silks are plentiful, but the colored bars have to be filled in with what becomes available, and samples can only be shown with these colors left open. Orders of this nature have been taken for some time, however, and it is not thought that any serious difficulties will arise as a result of this necessity.

There seems no reason to expect anything but high prices. Manufacturers are now getting in silks, or are hoping to get in silks for which they have paid more than for any made into ties last year. They cannot see the possibility of getting supplies of cheaper silks for some time. Even when the silk itself comes to hand in sufficient quantities—and as was indicated in an article last month the actual output of the raw silk has been greatly interfered with by reason of the war—there will yet be a long delay before the silk yarns get to the hand of the manufacturer. It has to be filled, dyed, and has to go through many other processes all of which take time. Predicting is not a very safe business under existing conditions, but it does seem that not until practically the end of 1919 can there be any notable downward tendency.

A Printed Faille from the new Spring and Easter Range of Tooke Bros.

◆

ENLARGE PLANT

H. Vineberg & Co., Montreal, have considerably extended their Special Order Department, the addition of plant and equipment doubling its former capacity.

HOW NEW COLLAR GETS ITS NAME

CLUETT, PEABODY & CO. have introduced in the Arrow brand the "Okeh." A collar very graceful with close connecting cutaway front, the points of which may be rolled or left flat as desired. There is ample room for cravat band to slide and plenty of room to tie the knot. A double row of stitching adds very much to the appearance of the collar. The height in back is 2¼ inches, the points measure 3 inches.

The name of the new collar was suggested by Pres. Wilson's "O.K." He always spells it "Okeh." The story told in the "Saturday Evening Post is as follows:

"Mr. Wilson's methods are novel, and, therefore, bound to excite inquiry. His disregard of precedents and traditions whenever they seem to conflict with naturalness or directness of action, is food for biographers, historians, scribes and critics of these and future days. Secretaries and attaches at the executive offices, to whom the coming and going of Presidents are almost like the passing of the seasons, testify to Mr. Wilson's originality, for they found him unlike the predecessors from the very day he sent back to them the first memorandum which they had submitted to him for his approval or disapproval, and on which he wrote in pencil the curious phrase "Okeh W. W." They hazarded guess after guess as to where the President got the word. They had heard of his wholesome respect for the English language. Finally, after more memoranda similarly marked came to them, one of the assistant secretaries asked the President why he didn't use the abbreviation "O.K."

"Because it's wrong," replied the President as he went on signing his mail. "O-k-e-h"—he spelled it out—"Is the correct word."

There was a sudden search for dictionaries that day, but though some of the lexicons attributed the use of "O.K." to Andrew Jackson for "Oll Korrect," none made mention of "okeh."

"Look it up in the latest dictionary," suggested the President to his puzzled inquirers. And here is part of what was found:

"O.K.—a humorous or ignorant spelling of what should be "okeh," from the Choctaw language, meaning 'It is so'; an article pronoun having a distinctive final use; all right; correct; used as an endorsement of a bill.

So it has come about that "Okeh W. W." is a kind of symbol of executive power in and about the White House. Most of Woodrow Wilson's decisions are made on paper, and that ancient Indian word conveys the approval of the Chief Executive to many vital acts of government policy. For his is primarily an administration by letter or memorandum, a reliance on the written rather than the oral word. It is Mr. Wilson's conception of how he can best manage his big job—a theory thoroughly and completely his own.

Kabbe Crepe Cravats

"Spring 1919"

Beautifully colored Japanese crepe in three-tone shades with neat designs—producing patterns of exceptional taste.

Not Somber—Not Loud—
Just Pleasing

Made into a high-grade shape with the best sort of workmanship.

$10.50 the dozen

A.T.REID

A. T. REID COMPANY, Limited
TORONTO

Makers of the Better Class Cravats

HUGE HAT DEMAND AT HAND

Question is Whether Necessary Supplies Will Be Available— Fur Prices Make Continuation of High Quotations Seem Certain

THE sale of half a billion pounds of felt for making fur pelts in St. Louis the other day seems to indicate very clearly that hat prices will remain high for a good while to come. These pelts were big for eagerly and were bought at a price averaging $2.10 a pound. As it takes from 3 to 4 pounds of felt to make one pound of felt-making fur, and as this fur, once removed from the skin would have to be sorted and the best back fur separated from the fur from the paws, etc., it will be seen that the price actually paid for the fur was very high. It has been estimated as something like $10 per pound.

Such a price means use in the production of high-priced hats only, and indicates there will be a very strong tendency to high prices.

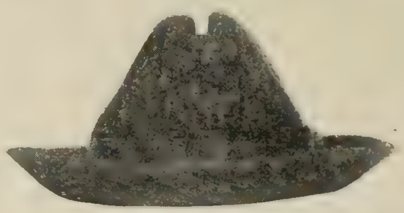
Supply the Thing

But price is not the only problem confronting retailers and manufacturers like. The biggest problem is one of supply. It is generally felt that the 1919 hat demand will be huge and sorting orders must be heavy. Will the necessary supplies be available?

English shipments seem certain to be easier than in the past. There are many boats coming this way, but conditions are somewhat reversed since the armistice, and now the boats coming this way are loaded must fully, and there may be a difficulty in getting cargo room; still, it is felt that English hats will come more largely than during the past few years.

What of U. S. Hats

United States hats which have come over quite largely in the past, but not so largely during the war period, are a problem for the immediate future. All U. S. Government hat needs have not been provided yet. Moreover, the civilian needs have been rather sidetracked and the demand from the United States itself will be such as to put a strain on the U. S. hat factories, yet an effort on the part of the manufacturers to the south to re-establish a hold on the Canadian trade may be expected.



New Cloth Tweed Hat with half coil brim, in latest English shape, shown by the Boston Cap Co.

Canadian hat factories are working to capacity and hope to be able to expand through the easing of the labor market, yet with all the improvement in supply it is doubtful if this will be sufficient to provide for the increased demand.

As a means of making sure of supplies a good many merchants are accepting shipments early. This looks to be the part of wisdom.

WANT HIGH QUALITY CAPS

The old days of low prices have passed away. The new days of high quality are at hand.

Men's wear merchants are finding with caps, as with so many other lines, that the people want something good, not something cheap—at least they are discovering that the people are coming to realize that something good is almost always the cheapest thing in the long run.

Hence is noted now a turning toward the cap retailing at from $2 to $3—upon these prices it is expected the big run will be experienced for 1919.

Fall 1919 prices, being quoted now, are well up over the Spring levels. There seems no help for this.

STRAWS FOR SORTING-UP IN PRICE

Makers of Braid Demanding More Money and Hats Advance Accordingly—Will Never Be At Pre-War Figure Again, It Is Thought

THOSE who failed to place orders for 1919 straw hats are going to be confronted with the necessity of sorting at higher prices. Straws are up. Shipments now coming to hand make that very evident. Moreover, it seems—and this is the sad touch—that straws will never again go to the old low figures.

> "For ways that are vain
> And tricks that are dark,
> The Heathen Chinee is peculiar."

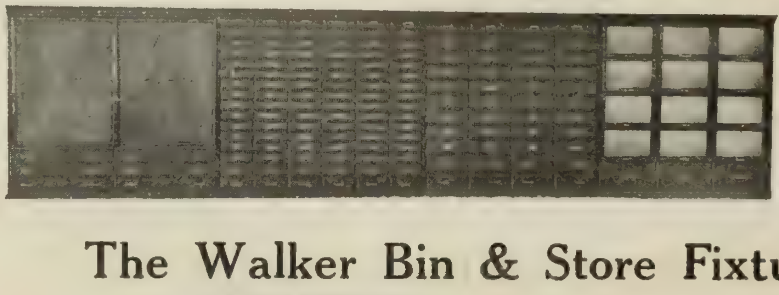
So said Bert Harte, or words to that effect; and now the Heathen Chinee, and the Heathen Jap, too, has developed the peculiarity of wanting more money.

Time was when these makers of the braid used in straw hats would be content with a return of something like 3c per day. Not so now. No, the worker wants as much as 15c. It seems reasonable too, yet this is putting up the price of braid, for upon the five-fold increased price resulting from this labor increase, the duty, insurance charges, etc. must be paid.

One English line of Sennets has come in for Spring delivery at $12 more per dozen than the wholesalers expected—more than the price upon which they figured prices when their samples went to the trade in the Fall of 1918. This is an extreme case, but straws generally are up from $3 to $6 per dozen.

The merchants who have their orders in are lucky. There are many, moreover, who are covered, yet with the big business to be expected sorting orders will have to be placed, and the prices to be paid will have to be higher than for the placing orders.

WALL CASES WORTH WHILE

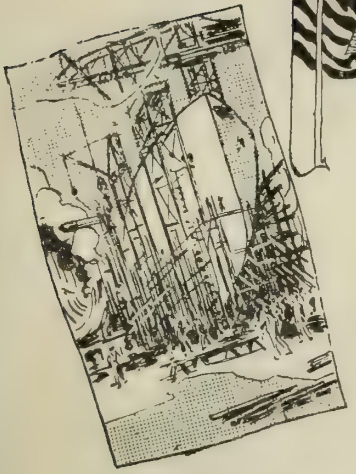


This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs —but whatever they are, in fixtures, we can fill them.

The Walker Bin & Store Fixture Company
KITCHENER - ONTARIO

TAPATCO
REGISTERED BRAND TRADE MARK



Reconstruction Activities

Will Bring TAPATCO Gloves Into Bigger Popularity

Good, wearable working gloves like TAPATCOS are certain to be in good demand when the thousands of men still in khaki will be re-entering the industries of civil life.

Everything points to the beginning of a big era of industrial activity in Canada. A generous stock of TAPATCO GLOVES will help the aggressive Men's Wear Dealer to secure a good big share of the resulting call for well made and comfortable working togs.

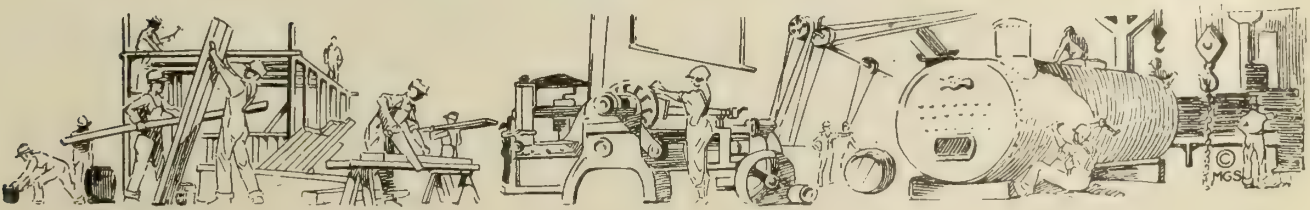
And the TAPATCO line is varied enough to cover a multitude of requirements—Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tips, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

How many dozen pairs in that first order?

For Sale by All Jobbers.

The American Pad and Textile Company

CHATHAM, ONTARIO



KANTKRACK

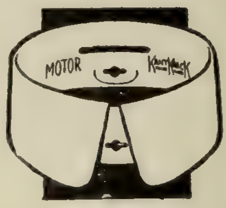
Trade Mark Registered

12 to 19

The economic advantages of the KANTKRACK Composition Collar over any other Collar whatever is convincingly evident through the saving in laundry bills.

Add to this the fact that KANTKRACK Collars have a full linen finish and offer styles and sizes to suit every man and you will see the advantage of stocking this line.

How many dozen will you require?



12 to 18½

The Parsons *and* Parsons Canadian Co.
Hamilton, Canada Est. in Canada 1907

THE SAFEST

and

most profitable way to reconstruct your Clothing Department is to connect with our Made-to-Measure System. Sure profits and no risks.

Write at once to

H. Vineberg & Co.
LIMITED
1202 St. Lawrence Boulevard
MONTREAL

Makers of "Progress Brand" Clothes
Made-to-Measure Department

Sales Conducted for High-Class Retail Stores Only

All Dates Now Filled Till January 1st, 1919
Booking Now for January, February and March

Write early to

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally

Fall 1919 Lines Now Ready

DURING the next few weeks the wide range of underwear produced at our mills will be shown you, and we feel will meet with your hearty approval.

WE counsel covering requirements without delay. Our showing is at advanced prices, but these have been held at the lowest possible point and it seems certain that no drop is to be anticipated—rather the tendency will be upward.

RETAILERS undoubtedly stand at the threshold of a great opportunity. Stock carefully bought now will yield splendid profits next fall and winter.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONT.

Everything to Gain
and
Nothing to Lose

If you are a hustler you have a great deal to gain by securing for your locality "Progress Brand" Clothes Made-to-Measure System.

Write at once to

H. VINEBERG & CO.
LIMITED
1202 ST. LAWRENCE BOULEVARD
MONTREAL

Makers of
"Progress Brand" Clothes
Made-to-Measure Department.

There's an old saying, **"Ye can't take Breeks off a Highlander,"** but there will be many of them coming home now who will be glad to put them on.

Be ready for the demand with a good stock of EASTERN PANTS.

Travellers will be out early in the new year with an interesting range of patterns and materials all made in the well known EASTERN QUALITY.

EASTERN PANTS MANUFACTURING CO.
324 NOTRE DAME ST. WEST MONTREAL, QUE.
Makers of
MEN'S, YOUTHS' AND BOYS' PANTS AND BOYS' SUITS.

Charles Studio
31 RICHMOND E. TORONTO

PAPIER-MACHE MODELS

WINDOW DISPLAY

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS

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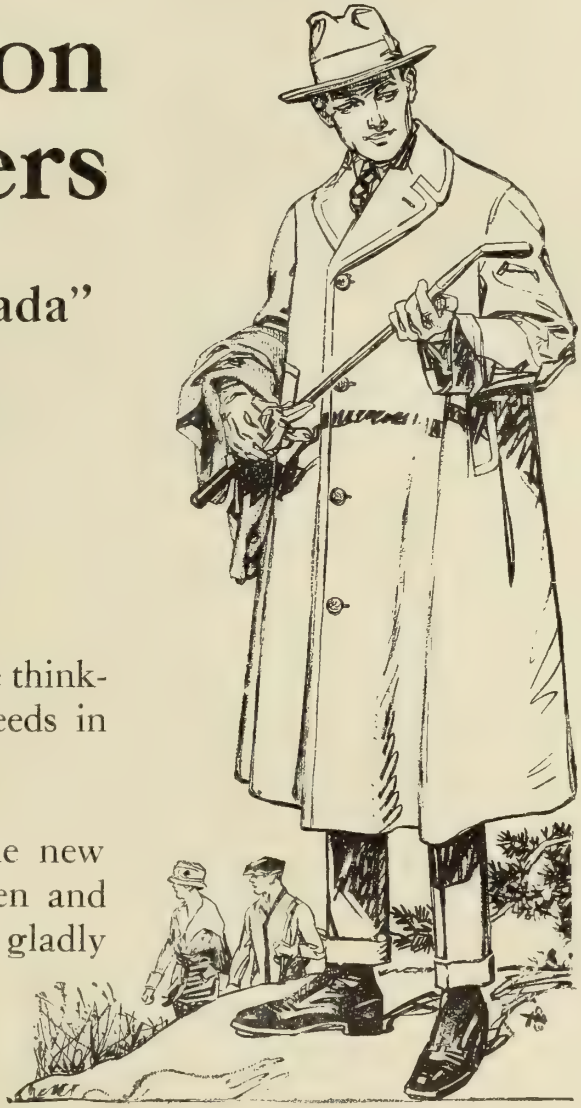
Dominion Raynsters

"Made-in-Canada" Raincoats For Spring

* * *



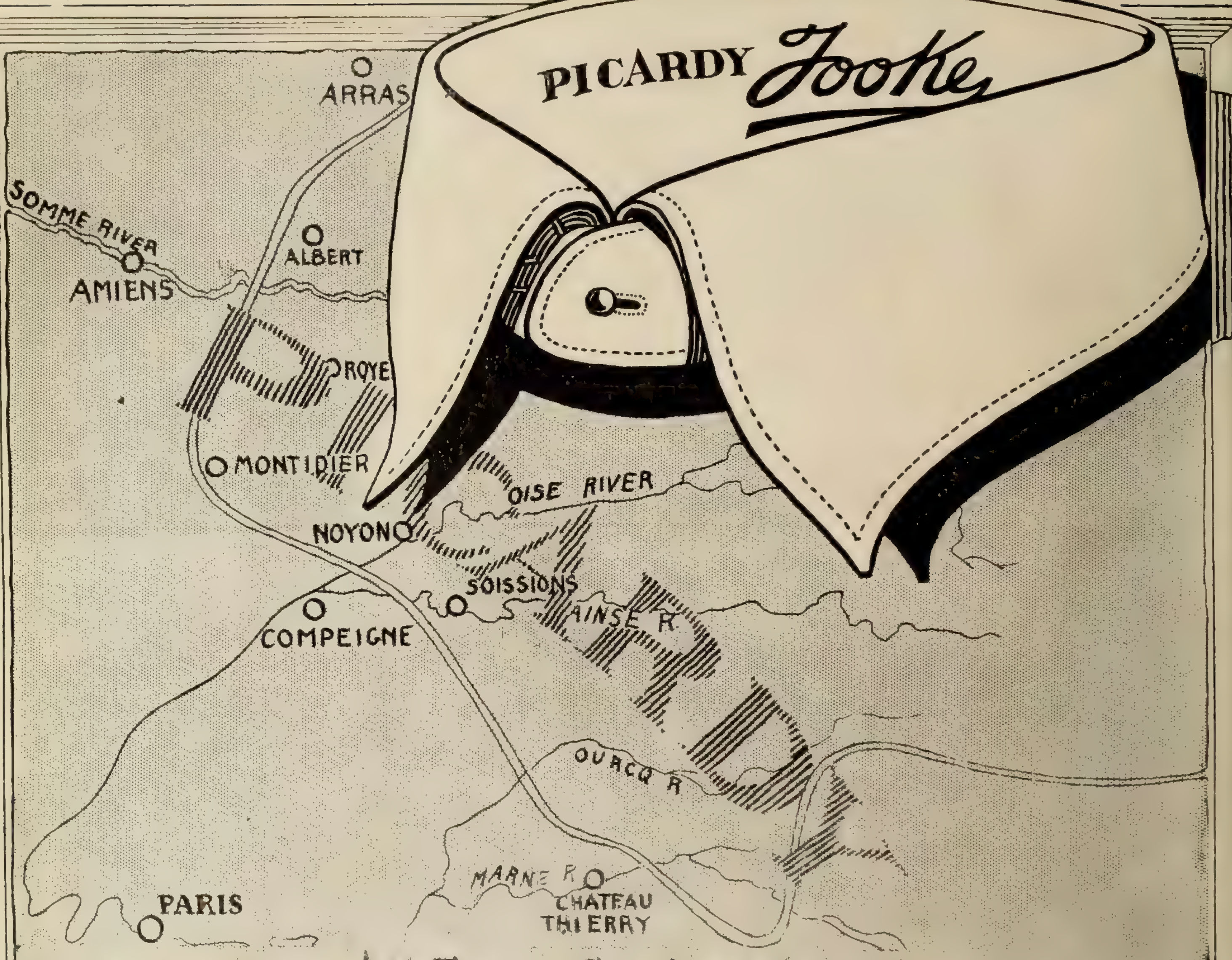
It's none too early to be thinking of your Spring needs in Raincoats.

Our branches have the new models for men, women and children — and will gladly show you samples.

Write to the Nearest Branch
Dominion Rubber System

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

Branches at: Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

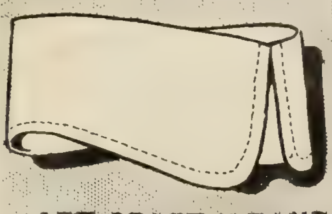


All Eyes Centered on PICARDY

THE NEW MODEL IN- **TOOKE** STARCHED COLLARS

HAMPTON 2" BAND

TRANSCONA 1¾" BAND



ART CRAFT 2" BAND

ALL CRAFT 2" BAND

Allies of Picardy

TOOKE BROS. LIMITED

MAKERS

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, FEBRUARY, 1919 No. 2.

DU PONT CANADIAN INDUSTRIES

Demobilization Means

From Khaki

350,000

New Buyers

of

To Mufti

Challenge Cleanable Collars

Men are arriving by thousands every month. Every last one of them is mighty glad to get back home and anxious to get into a civie suit as soon as possible.

They will be quick to see the economy and advantages of Challenge Cleanable Collars.

See that your stock is up-to-date. Write for our catalogue containing all new and up-to-date styles.

We would also like to mail you one of our Counter Collar Stands. These stands are finished in mahogany and will be a distinct acquisition to your store fixtures.

Window display cards and envelopes also yours for the asking.

The Arlington Company
of Canada, Limited
76 Bay Street, Toronto

Read Building,
Montreal

Travellers Building,
Bannatyne St., Winnipeg

DU PONT

I am talking to You, Mr. Men's Wear Dealer!

The basis of a successful business is honest values properly priced.

That is a fact that no amount of specious argument can overcome.

Give your customers good customer-pleasing values (at a sound profit to yourself) and your business is certain to prosper.

RACINE'S is the proper place to get these values from.

"The Beaten Path Leads to Racine's"

And wise dealers follow it.

At RACINE'S you can secure
- **"Racine"** Working Shirts
- **"Hero"** Fine Shirts
- **"Strand"** (Chemise de Luxe) Shirts
- **"Lifesaver"** Overalls
- **"Samson"** Pants
- **"Record"** Sox

All proven good sellers. All standardized lines made in our own factories. Let us send you (prepaid) a set of twelve samples.

Alphonse Racine, Limited

Everything in Furnishings for Men and Boys

60-82 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.
Sample Rooms: Ottawa, 111 Sparks St.; Quebec, 68 Church St.; Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

Back From France

Every day sees the homecoming of more Canadian troops from overseas.

These men deserve the best.

THE "PRESIDENT" SUSPENDER

represents the very best in its field.

We have held firmly to the fixed President quality standard as steadfastly as our valiant fighting men stood true to their unbeatable service record.

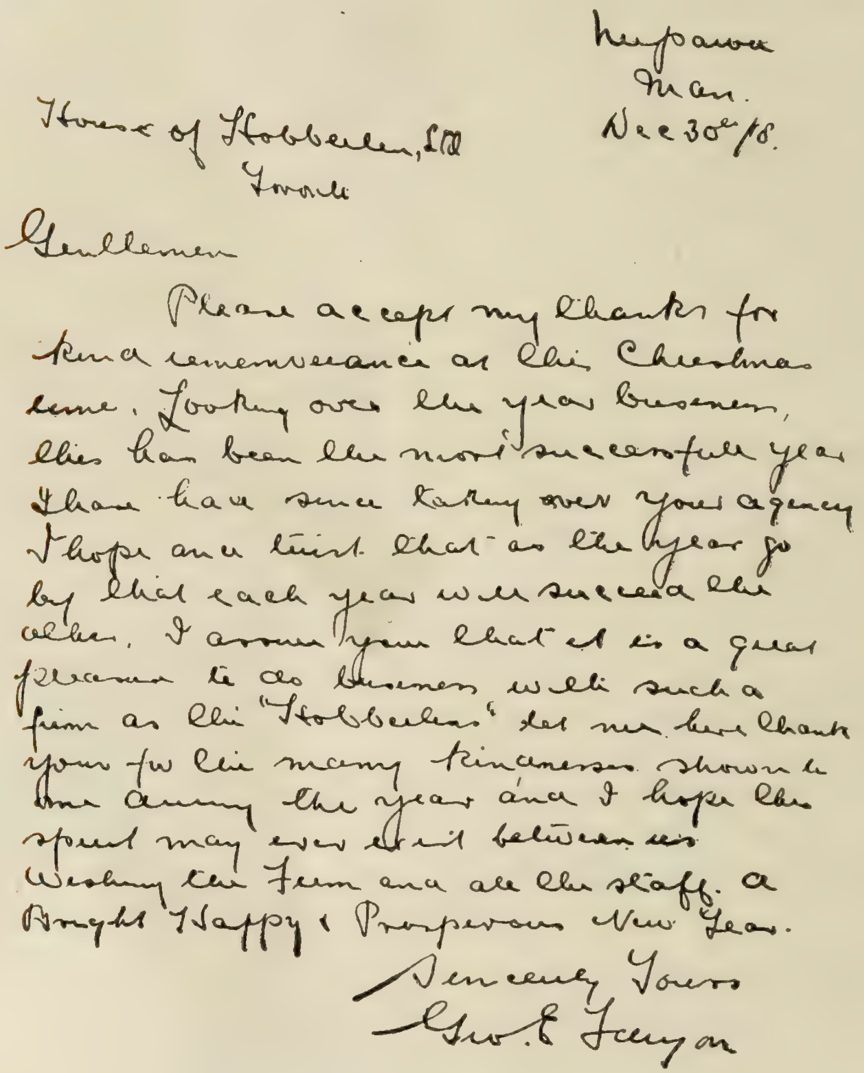
You can stock President Suspenders confident that they will attract the soldier's trade, and consolidate it because of the satisfaction they are sure to give.

"Suspenders in which quality has FIRST consideration."

Dominion Suspender Co., Limited
NIAGARA FALLS, CANADA

Service that Counts

This facsimile of a letter sent, is but one of the many letters we receive from Agents who carry the "Hobberlin line."



Neepawa
Man.
Dec 30th/18.

House of Hobberlin, Ltd
Toronto

Gentlemen

Please accept my thanks for
kind remembrance at this Christmas
time. Looking over the years business,
this has been the most successfull year
I have had since taking over your agency
I hope and trust that as the years go
by that each year will succeed the
other. I assure you that it is a great
pleasure to do business with such a
firm as the "Hobberlins" let me here thank
you for the many kindnesses shown to
me during the year and I hope the
spirit may ever exist between us
Wishing the Firm and all the staff. a
Bright Happy & Prosperous New Year.

Sincerely Yours
Geo. E. Fenyon

Let us send you full particulars of the Hobberlin Agency proposition if this line is not yet represented in your locality. Write—

The House of Hobberlin Limited

Toronto Canada's Oldest and Largest Tailoring House. Estb. 1885 **Canada**

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

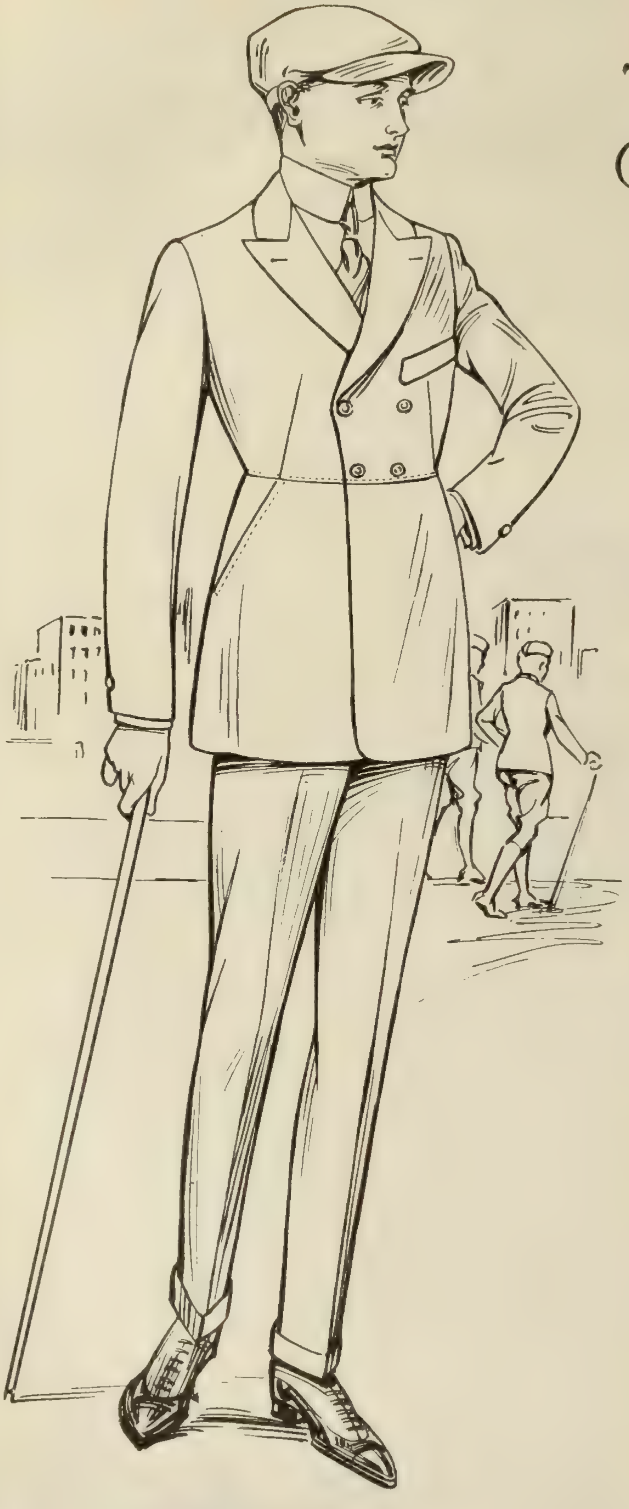
SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL



YAPHANK

Illustrating model Yaphank double-breasted split coat, converging button effect, breast flap and semi-puffed sleeves.

"Style Clothes"

for the 1919 season will include unquestionably the biggest, smartest values in

YOUNG MEN'S CLOTHING

that the Fall season will show.

We are frankly expectant of winning popularity rather than profit with this line, but we want your trade and feel sure you will find an inspection worth while.

Remember that in addition to our already popular range of *YOUNG MEN'S CLOTHES* we have a department showing wonderfully snappy stuff for *HIGH SCHOOL BOYS.*

Be sure and see this interesting double range shortly in the hands of our salesmen.

THE

Wearbest Clothing Manufacturing Co.

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W. ∴ ∴ ∴ MONTREAL

This Ad in full page size appears in The Saturday Evening Post of December 28th

HEADLIGHT
UNION MADE
OVERALLS

OUTWEAR TWO PAIRS OF ORDINARY OVERALLS

Headlight Two-Piece Overall

Headlight One-Piece Overall

For the Business Battle of 1919

Our famous guarantee still holds good. "Wear a pair 30 days. If, at the end of that time you do not say that the HEADLIGHT is the best overall you ever wore, your money will be refunded cheerfully."

Retailers

If you act quickly you can secure the HEADLIGHT line for your town.

We have finished all government contracts. Our entire output is now available for civilian use. Increased production permits us to take on a limited number of high grade accounts.

The HEADLIGHT agency will reinforce your hold on the trade of your town. This, every HEADLIGHT dealer knows. He also knows that:

1 HEADLIGHT OVERALLS have been delivered regularly, without interruption and without substitution in spite of the denim famine when high quality materials were out of the market for months at a time.

2. Headlight orders have been filled *complete* regardless of war conditions.

3 Headlight orders have been shipped at contract price; without exception, regardless of tremendous price advances.

The War Has Applied the Acid Test

Have your lines survived this test?

A wise merchant will cash in on such fair treatment. He will select the line which strengthens the prestige of his store.

Act now. Get the agency for HEADLIGHTS before your competitor beats you to it.

Mail This Coupon Today

Request for Samples

We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

*Name*____________________

*Town*____________________

*State*____________________

Larned, Carter & Co., Sarnia

World's Greatest Overall Makers

Factories: **Detroit, St. Louis, San Francisco, and Port Huron, Mich.**
Canadian Factory: **Sarnia, Ont.**

ATLANTIC
Underwear
has the real wool feel

If the underwear you are selling bears the "*Atlantic*" banner you can rest assured there will be no kick coming from your customers because of poor quality or unsatisfactory service. "Atlantic" Underwear has the real wool feel, a sure indication of high grade quality. Every "Atlantic" garment is made from pure maritime wool—wool that has been naturally softened by the Atlantic breezes.

Atlantic quality will create bigger Underwear sales for you during 1919. May we look for your order?

Atlantic Underwear, Limited
MONCTON, N.B.

New Cape Gloves for Spring and Easter Selling

Perrins' Conde Cape
$22.00 Per Dozen
Tan, Gray, Khaki

Perrins' No. 656
$24.00 Per Dozen
Tan, Gray, Khaki

The Readjustment
from Military
to Civilian Life

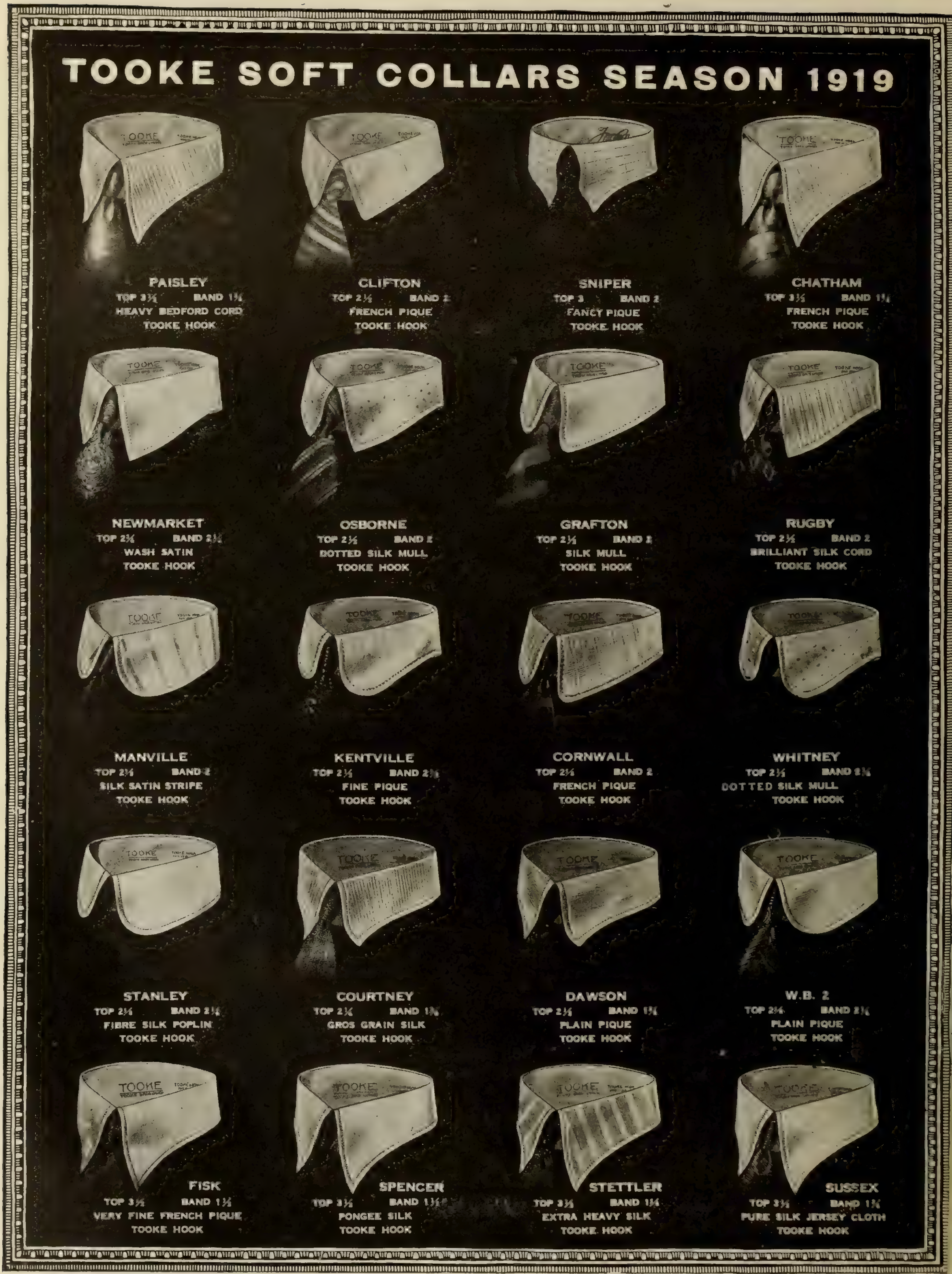
is going to contribute a stimulus to glove selling hardly anticipated, and in a measure this comes at a time when the average glove stock may prove inadequate to meet the demand.

We are prepared to make delivery, in limited quantity within twenty-four hours after the order is received of MEN'S CAPE gloves, as illustrated.

Complete your size schedule now, and do not lose sight of the fact that during January, February and March there will be a constantly increasing demand for all kinds of men's handwear.

Write us at once regarding your requirements

PERRIN FRERES & CIE., Sommer Bldg.,
MONTREAL



TOOKE SOFT COLLARS SEASON 1919

PAISLEY
TOP 3½ BAND 1¾
HEAVY BEDFORD CORD
TOOKE HOOK

CLIFTON
TOP 2½ BAND 2
FRENCH PIQUE
TOOKE HOOK

SNIPER
TOP 3 BAND 2
FANCY PIQUE
TOOKE HOOK

CHATHAM
TOP 3½ BAND 1¾
FRENCH PIQUE
TOOKE HOOK

NEWMARKET
TOP 2¼ BAND 2¼
WASH SATIN
TOOKE HOOK

OSBORNE
TOP 2½ BAND 2
DOTTED SILK MULL
TOOKE HOOK

GRAFTON
TOP 2½ BAND 2
SILK MULL
TOOKE HOOK

RUGBY
TOP 2½ BAND 2
BRILLIANT SILK CORD
TOOKE HOOK

MANVILLE
TOP 2½ BAND 2
SILK SATIN STRIPE
TOOKE HOOK

KENTVILLE
TOP 2½ BAND 2¼
FINE PIQUE
TOOKE HOOK

CORNWALL
TOP 2½ BAND 2
FRENCH PIQUE
TOOKE HOOK

WHITNEY
TOP 2½ BAND 2¼
DOTTED SILK MULL
TOOKE HOOK

STANLEY
TOP 2½ BAND 2¼
FIBRE SILK POPLIN
TOOKE HOOK

COURTNEY
TOP 2¼ BAND 1¾
GROS GRAIN SILK
TOOKE HOOK

DAWSON
TOP 2½ BAND 1¾
PLAIN PIQUE
TOOKE HOOK

W.B. 2
TOP 2¼ BAND 2¼
PLAIN PIQUE
TOOKE HOOK

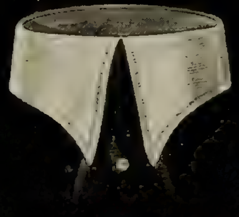
FISK
TOP 3½ BAND 1½
VERY FINE FRENCH PIQUE
TOOKE HOOK

SPENCER
TOP 3½ BAND 1½
PONGEE SILK
TOOKE HOOK

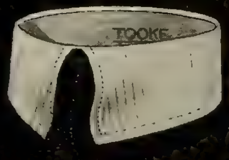
STETTLER
TOP 3½ BAND 1¼
EXTRA HEAVY SILK
TOOKE HOOK

SUSSEX
TOP 3½ BAND 1¾
PURE SILK JERSEY CLOTH
TOOKE HOOK

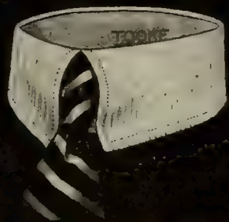
TOOKE SOFT COLLARS SEASON 1919



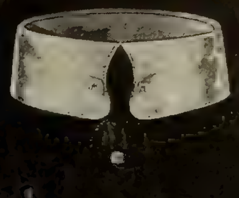
CAVELL
TOP 3¼ BAND 1½
PLAIN PIQUE
TAPES UNDER TOP



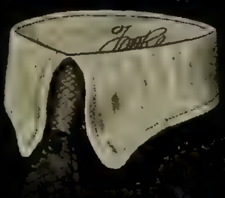
CLIMAX
TOP 2¼ BAND 1¾
FINE CORD
TOOKE HOOK



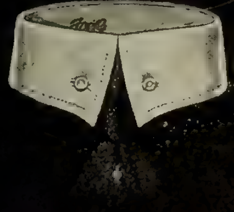
LONG BRANCH
TOP 2¼ BAND 2¼
GROS GRAIN SILK
TOOKE HOOK



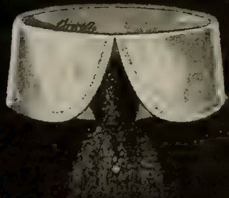
BEVERLEY
TOP 2¼ BAND 1½
PLAIN SILK
TAPE LINKS



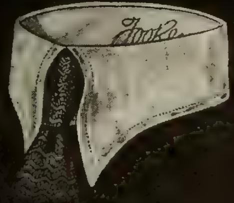
CELTIC
TOP 3 BAND 2
FANCY ART SILK
TOOKE HOOK



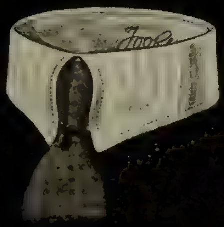
WESTGATE
TOP 2½ BAND 1½
PLAIN SILK
BUTTONS ON BAND



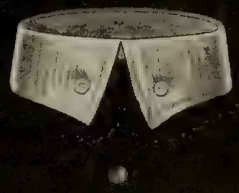
RANGER
TOP 2¼ BAND 2¼
SILK POPLIN
TOOKE HOOK



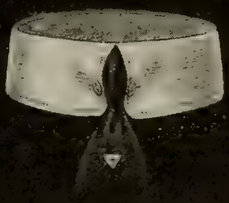
WIREY
TOP 3½ BAND 1½
ART SILK
TOOKE HOOK



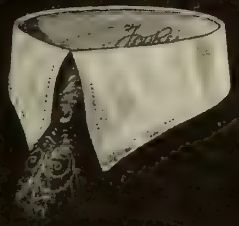
BUSHMAN
TOP 2⅜ BAND 1½
FANCY ART SILK
TOOKE HOOK



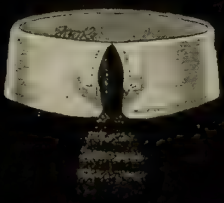
HAZARD
TOP 2½ BAND 1½
GROS GRAIN SILK
BUTTONS ON BAND



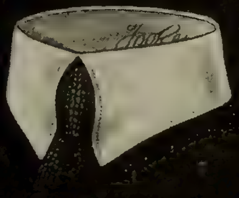
450C
TOP 2¼ BAND 1½
FINE CORD
BUTTON TAPES



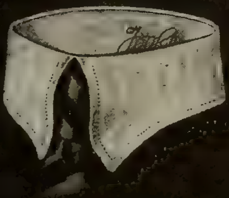
CARLETON
TOP 2¾ BAND 2
SILK AND SATIN STRIPE
TOOKE HOOK



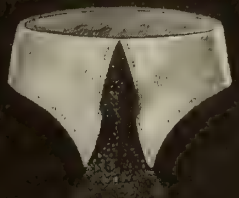
280C
TOP 2⅛ BAND 1⅜
PLAIN PIQUE
TAPE LINKS



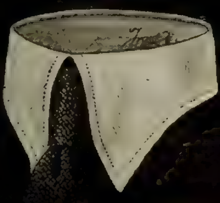
McGILL
TOP 2¼ BAND 1½
PLAIN POPLIN
TOOKE HOOK



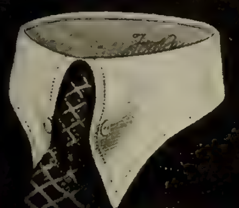
WOODROW
TOP 3 BAND 2
ART SILK
TOOKE HOOK



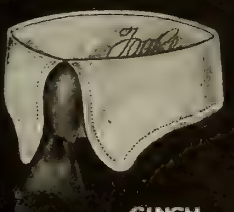
MASHIE
TOP 3½ BAND 1½
PLAIN PIQUE
TOOKE HOOK



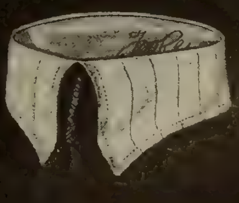
OMAR
TOP 3½ BAND 1½
GROS GRAIN SILK
TOOKE HOOK



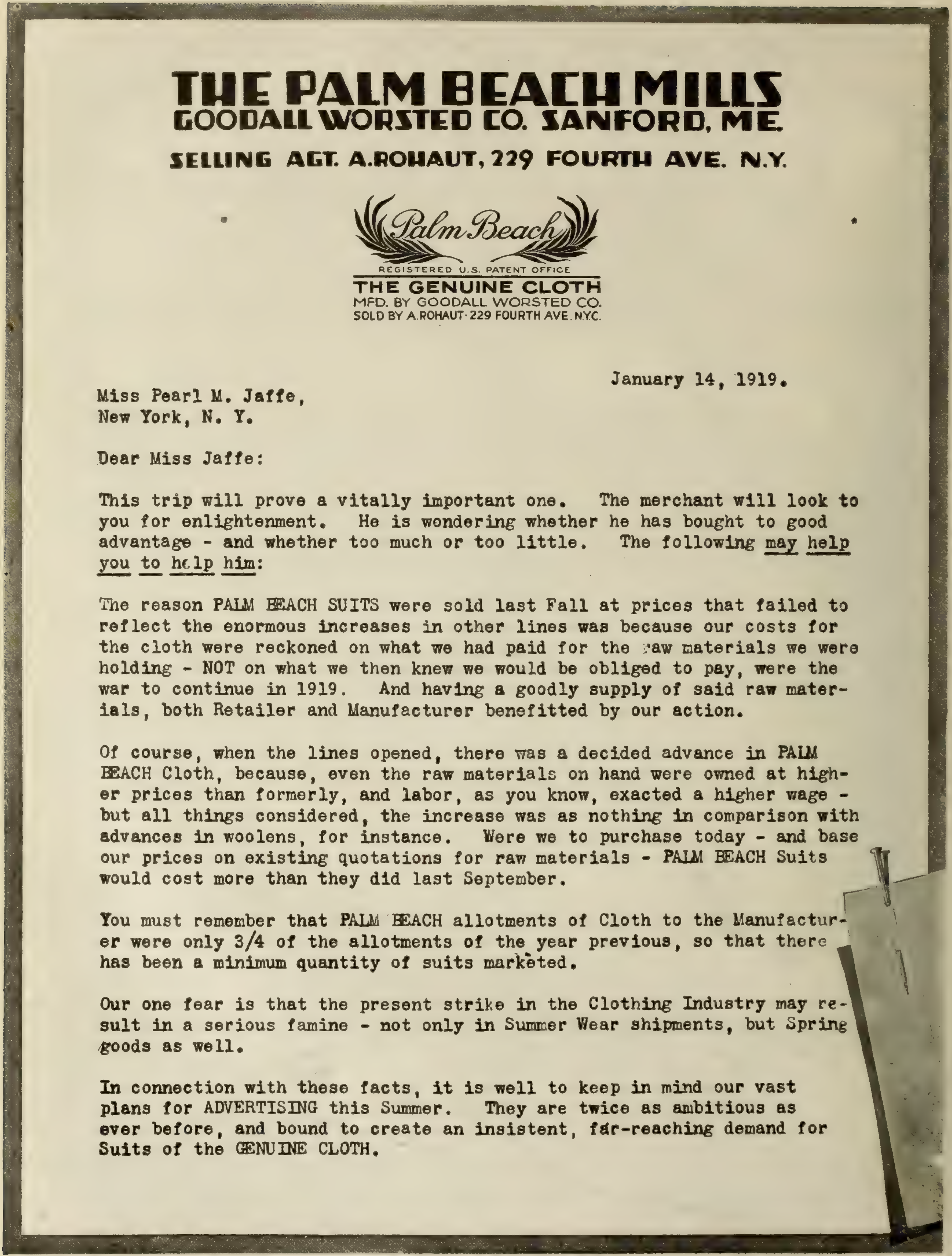
SEAFORTH
TOP 3½ BAND 1⅜
PLAIN PIQUE
BUTTONS ON BAND



CINCH
TOP 3 BAND 2
GROS GRAIN SILK
TOOKE TALK



BRIGHTON
TOP 3 BAND 2
KNITTED SILK
TOOKE HOOK



THE PALM BEACH MILLS
GOODALL WORSTED CO. SANFORD, ME.
SELLING AGT. A. ROHAUT, 229 FOURTH AVE. N.Y.

Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
SOLD BY A. ROHAUT · 229 FOURTH AVE. N.Y.C.

January 14, 1919.

Miss Pearl M. Jaffe,
New York, N. Y.

Dear Miss Jaffe:

This trip will prove a vitally important one. The merchant will look to you for enlightenment. He is wondering whether he has bought to good advantage - and whether too much or too little. The following may help you to help him:

The reason PALM BEACH SUITS were sold last Fall at prices that failed to reflect the enormous increases in other lines was because our costs for the cloth were reckoned on what we had paid for the raw materials we were holding - NOT on what we then knew we would be obliged to pay, were the war to continue in 1919. And having a goodly supply of said raw materials, both Retailer and Manufacturer benefitted by our action.

Of course, when the lines opened, there was a decided advance in PALM BEACH Cloth, because, even the raw materials on hand were owned at higher prices than formerly, and labor, as you know, exacted a higher wage - but all things considered, the increase was as nothing in comparison with advances in woolens, for instance. Were we to purchase today - and base our prices on existing quotations for raw materials - PALM BEACH Suits would cost more than they did last September.

You must remember that PALM BEACH allotments of Cloth to the Manufacturer were only 3/4 of the allotments of the year previous, so that there has been a minimum quantity of suits marketed.

Our one fear is that the present strike in the Clothing Industry may result in a serious famine - not only in Summer Wear shipments, but Spring goods as well.

In connection with these facts, it is well to keep in mind our vast plans for ADVERTISING this Summer. They are twice as ambitious as ever before, and bound to create an insistent, far-reaching demand for Suits of the GENUINE CLOTH.

THE PALM BEACH MILLS

Then, too, it is reckoned that 250,000 men will return from abroad each month, starting with May. What more logical than PALM BEACH SUITS to tide them over the Summer - inexpensively and in comfort!

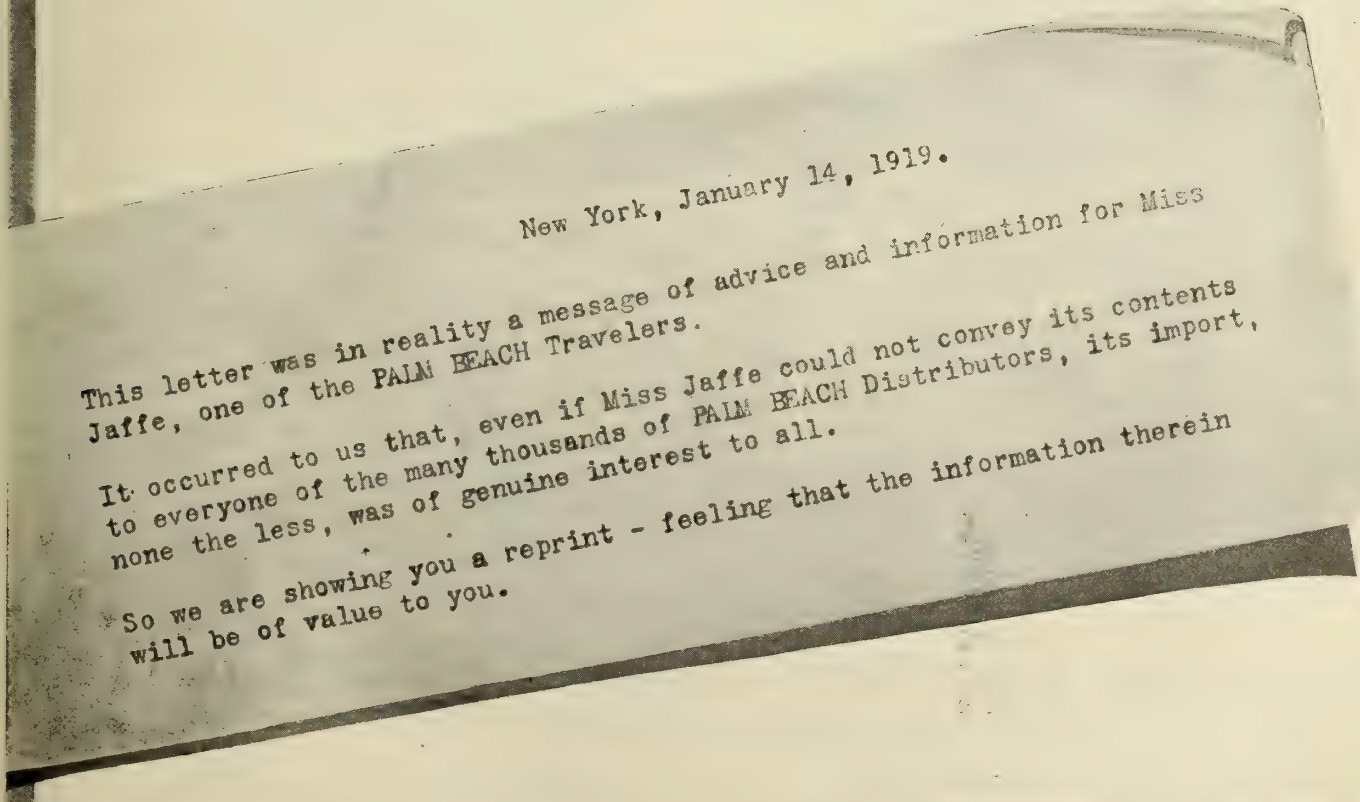
The Merchant who is far-sighted must see in these things the following assurances:- - PALM BEACH SUITS, which already possess in his eyes, the stability of wheat, will not - cannot - cause him anxiety by serious fluctuations in the retail selling price - - That the demand is apt to challenge his supply, and that, in no event, need he fear one penny price reduction in PALM BEACH CLOTH itself.

We think all Merchants will be glad to learn these facts, and will see in them, the advisability of supplying themselves as well as they are able, and as quickly as possible.

If there is any further information we can furnish you en route - you have only to call upon us.

Yours very truly,

THE PALM BEACH MILLS,
GOODALL WORSTED CO.,
A. ROHAUT, Selling Agent.



New York, January 14, 1919.

This letter was in reality a message of advice and information for Miss Jaffe, one of the PALM BEACH Travelers.

It occurred to us that, even if Miss Jaffe could not convey its contents to everyone of the many thousands of PALM BEACH Distributors, its import, none the less, was of genuine interest to all.

So we are showing you a reprint - feeling that the information therein will be of value to you.

Often Imitated—Never Equalled

Gloves which are as Staunch as the British Navy

The "Carhartt"

Not Like Other Gloves
Sewed with Wax Thread

HEAT WATER **PROOF**

No Outseams
To Rip
Good as the
Carhartt
Overall

Patented

Reinforced Where the Wear Comes. The Service of Two Pair for the Price of ONE.

Carhartt's Gloves

Prepare for nineteen-nineteen business now.

Take your place at the wheel of Canadian Commerce and be prepared to pull your hardest.

Build your business larger. Get stocked with gloves which are a combination of high-grade material and first-rate workmanship.

Travellers are out now with lines for Fall deliveries. Be sure to see the Carhartt Goods.

Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO MONTREAL WINNIPEG VANCOUVER

British Made Hosiery and Underwear for Canada

In order to provide closer and speedier service for our Canadian customers—and to increase their number, we are shortly opening a branch in Toronto. Mr. Hugh D. Marshall (at present of Brantford, Ontario) will be our Representative, and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous "Belnit" Ribbed Underwear, "Sutoplex" Fabric Gloves, and "Oberon" Branded Goods. We have been in the trade as manufacturers and merchants for well over a century, and to-day Brettle's are known throughout the world for Men's and Women's Outfitting of the better-to-best kind.

DEPARTMENTS:

**HOSIERY AND
UNDERWEAR
IN SILK,
COTTON,
LISLE,
AND WOOL
SPORTS COATS
LADIES' KNICKERS
AND FANCY KNITTED
SCARVES
TOWELS
BLANKETS
AND QUILTS**

**HOUSEHOLD LINEN
AND GLOVES
HABERDASHERY
MEN'S SHIRTS
COLLARS
TIES
RUGS
DRESSING GOWNS
BATH ROBES
LADIES' AND MEN'S
PYJAMAS, ETC., ETC.**

Manufacturers of "Oberon" Branded Goods, "Belnit" Underwear and "Sutoplex" Gloves.

George Brettle & Company, Limited

Manufacturers and Merchants

119, WOOD STREET, - - LONDON, E.C. 2, ENG.

Factory: Belper, Derbyshire, Eng.

We want more Canadian trade and will try to deserve it.

ARROW Washed Handkerchiefs
ARROW Washed Handkerchiefs
ARROW HANDKERCHIEFS
ARROW HANDKERCHIEFS Fine in texture — Soft domestic finish Washed ready for use
ARROW HANDKERCHIEFS Fine in texture — Soft domestic finish Washed ready for use

ARROW

HANDKERCHIEFS

Thoroughly washed in filtered water with pure soap—
laundered and then packed in germ proof containers.

A Very Attractive and Profitable Trade Proposition

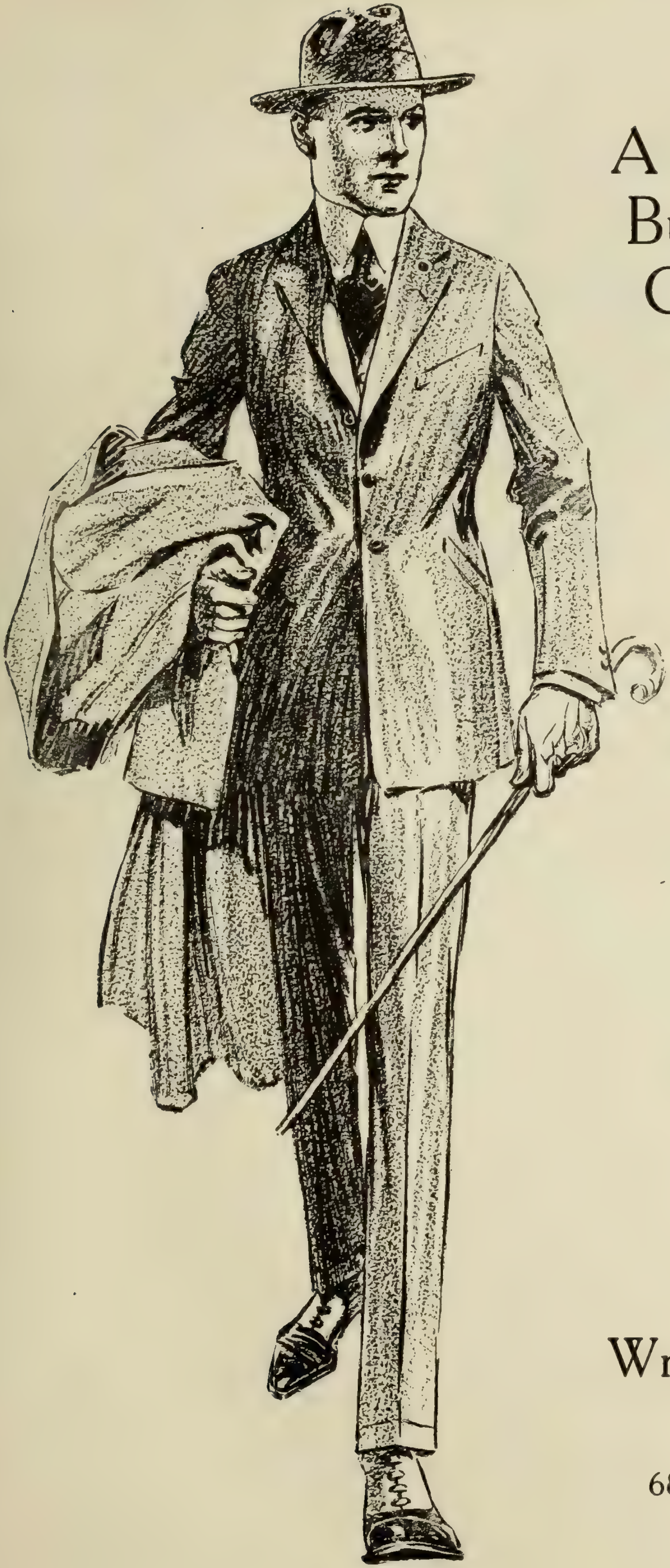
We will be glad to send particulars on request.

Quality "A" $1.50 Dozen - - packed 1 to a package
Quality "B" $1.20 Dozen - - packed 1 to a package
Quality "C" $1.40 Dozen - - packed 2 to a package

Packed 5 dozens to a Carton.

Stocks carried at Montreal, Toronto, Winnipeg and Vancouver.

CLUETT, PEABODY & CO. OF CANADA, LIMITED
Makers of Arrow Collars and Shirts



A Splendid Clothing Business With No Capital Investment

Get your share of the big Made-to-Measure business to be done this year with our special order outfit.

We have ready for you a nice assortment of samples and a Tailoring Service that will add to your regular trade the man who requires special fitting.

You'll need a good Made-to-Measure Service this year. Hundreds of men in every locality will be changing from khaki to civilian dress and these men are going to be critical regarding the appearance and fit of the clothes you sell them.

Leishman's Made-to-Measure Service will enable you to cater to this trade—to give the returned soldier just the sort of snug-fitting good-looking garments he requires and make him a steady patron of yours in the years to come.

May we go further into the matter with you?

Wm. H. Leishman & Co.
Limited
Wholesale Custom Tailors
68 Temperance Street, Toronto

Star Brand

YOUR most sanguine anticipation of *originality* in *styles* and *colorings* will find full realization in the STAR BRAND range of neckwear for *Spring and Easter* now being shown by our salesmen.

Fashioned from *Swiss and American Silks* of rarest patterns and colouring, they offer a selection at once *beautiful and exclusive* and include many popular designs in *Printed Failles.*

Our values, at prices ranging from $6.50 to $18.00, will stand the *closest comparison.*

Be sure and see this interesting range.

VAN ALLEN CO., LIMITED

HAMILTON -:- -:- -:- CANADA

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec
St. John, N. B., Halifax, Montreal, 153 Notre Dame Street, West.

The Lang Shirt Co., Limited

MANUFACTURERS OF

THE Lang SHIRT

High Grade Shirts

KITCHENER, ONT., Jan. 23rd, 1919
CANADA

Mr. Furnisher:-

Just a little suggestion for your shirt department. Have you ever considered the amount of business you may be missing on account of overlooking certain grades of merchandise.

For instance, there is the particular neatly dressed man who likes and wears shirts made from Fine English Madras. He is the man who knows quality and thinks it necessary to have his shirts custom made, because he rarely sees these qualities in the average shirt department. Why not get after these men, there are some right in your own town.

We have an unusual variety in English Shirtings in which quality is the first consideration.

Send for a sample order which will convince you of the necessity of always carrying an assortment of high grade English Madras Shirts.

Get that particular man in your town. Your own label if you wish, and in sleeve sizes to suit your needs.

Yours truly,

THE LANG SHIRT CO., LTD.

FOR THE MILLIONAIRE

Made in Canada "Everyman's" TRADE MARK MFD BY DAVIS BROS *For Canadians*

FOR THE MILLION

Guarantee a Trousers with that Trade Mark

For absolute dependability of workmanship and fabric you cannot secure a more superior line of Trousers than *Everyman's.*

And besides—*Everyman's* offers you an assortment comprehensive enough to meet the requirements of "the millionaire or the million."

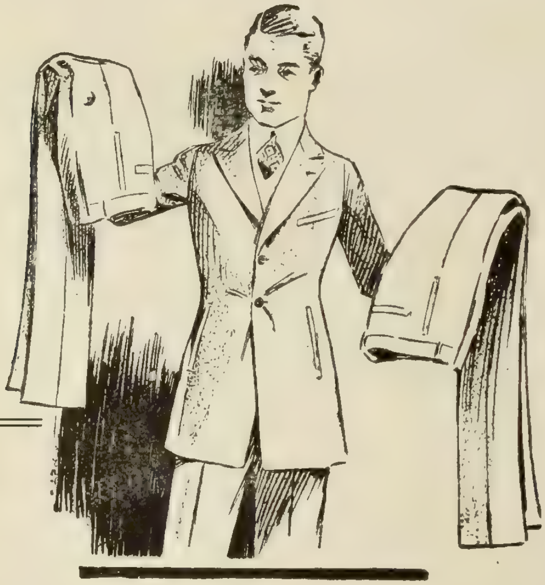
We know that *Everyman's* will stand comparison. Why not see them before you place that new order?

DAVIS BROTHERS

Manufacturers

HAMILTON ONTARIO

Makers of a full range of Men's Pants and Boys' Bloomers



These lines are just what you need

If you could visualize the real merits of our new showing of Trousers, Overalls and Shirts you would require no urging to place your order immediately.

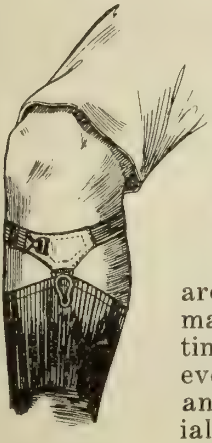
Not alone in workmanship do these Arm and Hammer brand lines excel—**the prices are practically the same as existed during the closing months of 1919.**

Let your order cover your present and near future requirements.
SEE our travelers—now out.

The J. A. Haugh Mfg. Co., Limited

TORONTO, CANADA

Is Money Any Object?



Do you still want a garter or Armbands you can retail at 25c and 35c with a living profit.

ARROW PAD GARTER

are the cheapest garters made to-day and at the same time reliable in quality, every pair bearing our guarantee. **We bought** materials **before the rise** and are willing to share this profit with you.

Fine line of Leather Belts, Elastic Belts, etc.

Our salesmen are now on the road. See their range or ask us for samples and prices.

Arrow Garter Mfg. Co.

489 St. Paul St. W. MONTREAL

To Carry on Business

IS A DUTY

TO CARRY ON

A Made-to-Measure Clothing Business

IS A PLEASURE
AND A PROFIT

Write to-day for particulars to

H. Vineberg & Co.

LIMITED

1202 St. Lawrence Boulevard
MONTREAL

Makers of

"Progress Brand" Clothes
Made-to-Measure Department

For Your 1919 Juvenile Department

Plan now to make this a year of record sales in the matter of Boys' Bloomers. The Boys' Trade is worth getting and

Lion Brand Bloomers

will get you your rightful share.

We can arrange to show you a complete assortment—good, wearable lines at prices that keep them going.

Write or wire request to

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

"Craftana"

Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Dependability and Snap

CHARACTERIZE

New Era Quality Clothes

For Men, Young Men and Boys

for

Spring

1919

One of the first problems in reconstruction for the retail merchant will be to provide snappy and dependable clothing for our soldier boys as they return.

We are amply prepared with stocks of attractive merchandise to meet the wants of customers with

New Era Quality Clothing

OF THIS CHARACTER

Write to us for samples and quotations if we do not call upon you.

'Tis the QUALITY behind the name that COUNTS

The Freedman Company

41 Mayor Street, Montreal

ACME

TRADE MARK

It's a Dandy For the Outdoor Man

All Wool 6349 Jumbo

Extra heavy stitch. Comes in Silver Grey, Navy, Slate, Maroon, Khaki, Seal Brown, and Blue Shades.

You have to see and feel these Sweaters to appreciate them properly!

Salesmen now showing samples

OTHER ACME PRODUCTS

Fine Dress Gloves **Working Gloves and Mitts** **Shirts**
Mackinaw Clothing **Sheep Lined Clothing**
Moccasins **Larrigans** **Knit Goods** **Overalls**

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

Head Office & Main Factory
MONTREAL

Branches:
JOLIETTE
TANNERY & WOOLEN MILL
ST. TITE
TANNERY - LARRIGANS
GLOVES

Back to Civil Clothes Again

This year promises to be a record one in young men's clothing.

With thousands of our boys coming back and getting into civil clothing the opportunities for a live retail business are tremendous.

"Art Kraft" Clothes

are specially designed for the young men's trade.

They meet the approval of the correct dresser because of their magnetic style, neat fabrics and dependable tailoring.

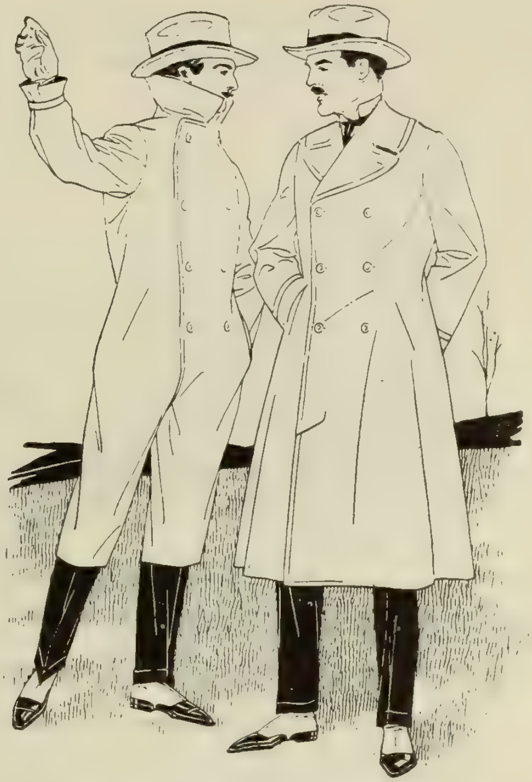
Be sure your stock is well assorted, ready for the demand.

Made only by

Walter Blue & Co., Ltd.

SHERBROOKE, QUEBEC and WINNIPEG, MANITOBA

Owning and Operating Coaticook Woollen Mill Company



Licensed Under Prestwich Patent

It's the "PRESTWICH"

The Only Real Novelty in Men's Ulsters in the Last Fifty Years

To Meet the Requirements of the Present Outdoor Life

THE NEW ULSTER—"THE PRESTWICH"—It answers the call of Service, Comfort and Warmth. Defies the strongest wind and zero cold—no flapping tails. Buttons round the leg, fits snug and warm, just the thing for Riding, Motoring and the Outdoor Man.

Smashing ahead, we **Originate** and **Create** the last word in Men's and Young Men's Suits and Overcoats.

See our New Models in a large variety of fabrics to meet all requirements. Our representatives will be pleased to exhibit our lines which will be ready early in March.

"THE HOUSE THAT LEADS"

Kaplan, Samuelsohn & Co.

1620 CLARKE STREET MONTREAL

"Prove all things and—

hold fast to that which is good"

Hang This Card in Your Store

It will boost your Overall sales

Back of every STAR BRAND garment is an organization extending over a period of twenty-five years, in the successful manufacture of high-grade working garments.

Drop us a card and we will have our traveller call on you, or we will send samples prepaid anywhere for your inspection.

If you're afraid to venture out of sight of the island on which you live, you'll never discover a new continent.

Make up your Spring shipments now and order TO-DAY, thus assuring a liberal stock on hand.

The J. B. Goodhue Company, Limited, Rock Island, Que.

Montreal: 211 Drummond Bldg. **Ottawa: 76 O'Connor St.**

There's a waterproof for every man in the Tower Canadian line

Tower Canadian Waterproofs give complete protection under the most severe weather conditions. If you want to sell your customers Waterproofs that are certain to please them, stock and recommend the Tower Canadian line.

TOWER'S TRADE MARK FISH BRAND

"Takes the wet out of rain"

Coast to Coast Service

Tower Canadian, Limited

VANCOUVER TORONTO HALIFAX

Fine Dress Gloves for Men, Women, and Children.

H.B.K BRAND.

Heavy Work Gloves and Mitts.

For Immediate Delivery

365.—Men's guaranteed yellow horsehide gauntlet glove, good split cuff, per doz.	12^{00}
865/1 Men's unlined gauntlet glove, thumb welted, per dozen	13^{00}

3050—Men's unlined grey suede, 1 dome, Prixseam finish. Decoration: 3-needle, plain, per doz.	16^{00}

WIRE orders our expense. All goods shipped within 24 hours while the stock lasts.

2051—Men's Texas steer, reindeer tanned, unlined glove. Plain finish, per doz..	8^{00}
350—Men's unlined, guaranteed yellow horsehide glove, welted throughout. Wrist fit fastener. Per doz..	10^{50}
850—Men's hogskin unlined glove, wrist fit fastener, per doz..	13^{50}
2150—Men's genuine horsehide, unlined glove, welted throughout. Wrist fit fastener. Per doz.......	17^{50}

Travellers now out. Be sure and see our large, well assorted range of big values.

The HUDSON BAY KNITTING CO., Limited

MONTREAL, QUE.

One of Many Advertisements
Used to promote the sale of

"Fashion-Craft"

Quality Clothes

Appealing to men in uniform now about to don **Civies.**

Do you wish to handle this well-known brand? If so, write for agency and our traveller will call on you.

Fashion Craft Mfg. Limited
Montreal

Jaeger

DR. JAEGER Sanitary Woollen System **CO. LIMITED**

"BRITISH, Founded 1883"

243 Bleury Street Montreal

NOTICE

Owing to the fact that a Jaeger Co. incorporated in the U.S.A. was financed by German capital, it has recently been offered for sale by the Aliens' Property Custodian there.

We desire to publish the fact that our Company, whose headquarters are in London, England, is, **and always has been,** British in Capital and Control, and that the American Company in question was an entirely separate organization in which we had no interest or control.

To remove any doubt which might arise in the Public mind, owing to the name of "Jaeger," our Company published the following statement in the "Times," London, England, on August 31st, 1914:—

THE JAEGER CO.'S
NOTICE TO THE PUBLIC

"To dispel all doubts which may have arisen in consequence of the name of a German Scientist forming part of the title of this Company, we point out the following fact:—

"The Jaeger Co. was founded here with British Capital in 1883 to acquire sole rights throughout the British Empire in connection with the System of Pure Wool Clothing originated by Dr. Jaeger.

"The Company has always been British, entirely under British control, and the greater part of the Company's goods is made in the United Kingdom. We have also availed ourselves of the special skill and taste applied in various Continental countries to the production of certain articles; but every effort is being made to produce in this country, and we shall be able to continue the supply of Jaeger Specialties in all departments."

DR. JAEGER Sanitary Woollen System **CO. LIMITED**
LEWIS R. S. TOMALIN, Chairman.

Our travellers have now left with a well-assorted range; you will be well advised to see our samples before placing orders elsewhere.

THE
"HERCULES"

W. R. G.

Blue Railroad Shirt

SELLS ITSELF

Extra heavy, extra strong. Special Blue Indigo dyed Percale. Double stitched, double seamed—can't rip. Big and long—two collars.

Write to-day for prices and samples of "Hercules" work and Negligee Shirts.

Mention this ad.

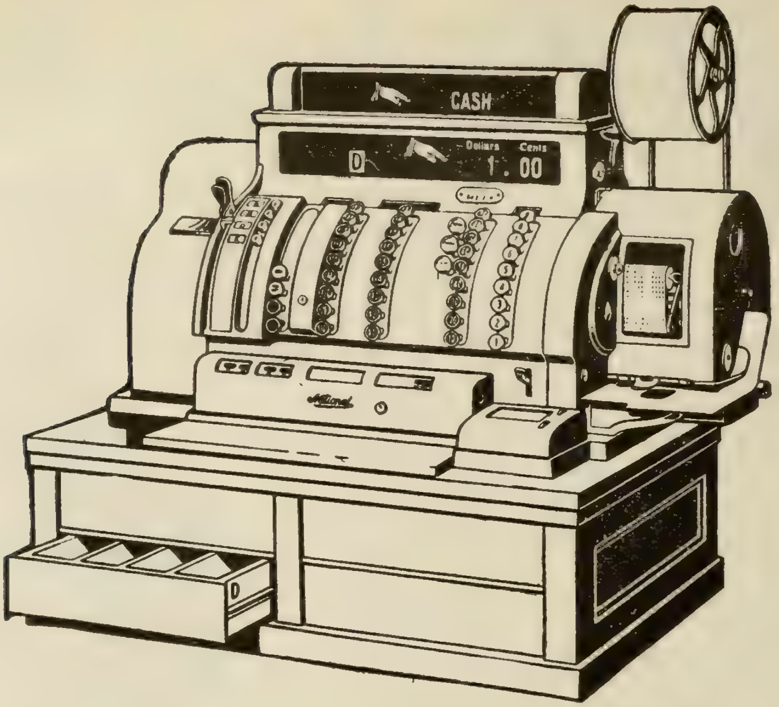
Prices May Go Up Cannot Go Down

To introduce our new line of

"Hercules" Boys' Wash Suits

we have packed a sample dozen, all different styles, which we will send prepaid on request. You may retain the sample dozen or return "Collect." It costs you nothing to see them.

THE HERCULES GARMENT CO.
LIMITED
HEAD OFFICE--MONTREAL
Factories--Montreal and Louiseville, P.Q.



The best store improvement you can make

The best store improvement you can make to-day is to install a modern National Cash Register — because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes.

It will make possible quick, accurate service to customers — the greatest inducement that any merchant can offer to get and hold trade.

It will give you unequaled protection, that will check every cent of your profits into the bank.

It will give you information that will enable you to control your business.

A modern National Cash Register is a store improvement that will quickly pay for itself out of what it saves.

In the face of increased competition you cannot afford to postpone making this improvement.

The National Cash Register Company, of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

ZIMMERKNIT

TRADE MARK

Each week, each month, each year, this trade-mark becomes more widely known and respected by the buying public of Canada because:—

All garments bearing it, and none leave our factory without it, are the best of their kind consistent with their price. Years of experience in their manufacture and readiness to adopt any new ideas that are good, are responsible.

This fundamental "goodness" means dependable merchandise of unvarying quality. Together with the national advertising campaign, the combination means bigger sales to the merchant carrying all Zimmerman products.

The Zimmerman Manufacturing
Company Limited

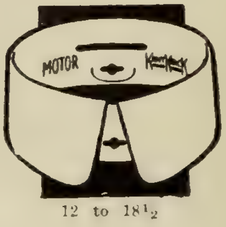
HAMILTON - - CANADA

KANTKRACK

Trade Mark Registered

12 to 19

is another way of spelling "Collar Economy"



12 to 18½

Is there a man in your town that wouldn't be interested in a proposition which would provide him with a spotless linen collar every day of the week, minus the usual laundry bills?

KANTKRACK Collars do this. In appearance, style, comfort, etc., they are equal to the laundered linen article. And they are instantly cleanable.

Styles and sizes to suit everybody. Have you got a stock on hand?

The Parsons and Parsons Canadian Co., Hamilton, Canada

Established in U.S.A. 1879 **Established in Canada 1907**

Makers of the famous **KANTKRACK** *Composition Collar*

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at $4.00 per dozen

MAKE EVERY INQUIRY A SALE

"Progress Brand" Clothes, Made-to-Measure System, enables you to fill every inquiry to individual taste and quick service.

Write us for particulars.

H. Vineberg & Co.

LIMITED

1202 St. Lawrence Boulevard
MONTREAL

Makers of "Progress Brand" Clothes
Made-to-Measure Department.

The Deacon Shirt Co.

Belleville, Ont.

Manufacturers of:

- **Working and Outing Shirts**
- **Flannels, all Shades**
- **Tweeds. Sateens**
- **Drills. Oxfords**
- **Flannelettes**
- **Night Shirts**
- **Pyjamas**
- **Boys' Waists**

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples.

The Deacon Shirt Co.

Belleville, Ontario

The Importance of Correct Measurements

Campbell's Clothing Made-to-Measure has always been, and still is, in a class by itself.

There is a quality, a distinctiveness, a perfect fitting, comfortable, well-dressed feeling about one of these suits that pleases as no other garment can.

The merchant is saved the expense and worry of keeping too large a stock.

You can sell any customer a CAMPBELL, Made-to-Measure Suit, with our positive guarantee behind you. Our system of measurements, etc., makes the detail easy and secure.

Our New Spring Samples are about to be sent out together with complete equipment for a successful, made-to-measure business.

We still have several openings for agencies. If interested, write to-day.

The Campbell Manufacturing Co.
LIMITED
Montreal

W.G.R.

SHIRTS WITH

Trade Mark

DOUBLE WEAR CUFFS

Patented 1918

There is a big trade coming from the hundreds of thousands of returning soldiers.

Our Newspaper Advertising is popularizing W. G. & R. Shirts with the new Double Wear Cuffs.

The soldiers will see the advertisements and will want shirts with these new cuffs.

Can you supply them?

We have in stock W. G. & R. shirts with "Double Wear Cuffs" from $16.50 up.

Immediate attention will be given to rush orders on "Double Wear Cuffs" if you will mark on your order—

DEPT. A

Williams, Greene & Rome Co., Limited

Factory and Head Office: Kitchener, Ontario

Branches at Montreal, Toronto, Winnipeg, Vancouver

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 9 TORONTO, FEBRUARY, 1919 No. 2

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

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R. H. Bedell, *Editor and Manager*
A. B. Caswell, *Montreal Representative.* C. W. Byers, *Western Representative.*
F. W. Kinsman, *Toronto Representative.*

CHIEF OFFICES.

CANADA—Montreal, Southam Building, 28 Bleury Street, Telephone 1004; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 111 Broadway, N.Y.; Telephone Rector 8971. Chicago, Ill., A. H. Byrne, Room 900, Lytton Building, 14 E. Jackson St.; Telephone Harrison 1147. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2.00 a year; United States $2.50 a year; other countries, $3.00 a year; Single Copies, 20 cents. Invariably in advance.

Our Mills are in a position to fill orders promptly on practically all our old standard lines.

Our samples for Fall, 1919, are now being shown and our travellers will explain to you our interesting price proposition.

For years many dealers have made Stanfield's their standard underwear. It will pay dealers to wait for Stanfield's travellers and to buy only from mills who can back up their customers during the period of readjustment which is ahead of us.

STANFIELD'S
Unshrinkable
UNDERWEAR

Truro **Nova Scotia**

Stanfield's Patented Adjustable Combinations and Sleepers for Growing Children

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

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THE FUTURE OF PRICES

Facts Gathered Tend to Show That On All Lines There Will Be An Advance of From 20 to 25 Per Cent.

IT is with a great deal of trouble and expense that Men's Wear Review representatives, both here and in the United States, have gathered information on the question that is uppermost in the minds of the manufacturer, the wholesale house and the retail merchant—that of future prices on staple articles. The base of selling prices is the cost of raw materials. To-day raw materials are higher than ever; especially is this true of cloth, whether it be wool, cotton or fabric. The advance is anywhere from twenty to twenty-five per cent. The next item to consider is the cost of labor. Has this come down any? Is it likely to? To the first question, no; and to the second, all signs point to increases. Take, for instance, the garment makers in New York City are holding out for a thirty per cent. increase and a shorter working day. This, together with the propaganda the different labor organizations are sending out, only too plainly points out that labor will make a decided fight before lower wages are accepted.

As pointed out in other articles in this issue, goods from England are still being commandeered by the Government—then shipped to Russia, Serbia, Siberia, France, Bohemia, all of these countries being in desperate need of woollen and cotton goods.

A prominent Canadian cap manufacturer told Men's Wear Review that the prices on goods entering into the manufacture of caps had increased from $1.20 per yard to $1.70, and in some instances to $1.90. Can this manufacturer afford to sell his caps cheaper this year than last, with selling expenses, labor and overhead costing as much, if not more, than last year?

A great many wholesale houses report orders very small from retail merchants, and they do not understand why it is that the merchant expects to be able to buy cheaper within the next month or so. The merchants in a great many instances believe that prices have to come down before people will buy to any extent. This is quite reasonable, but will it force the wholesaler and manufacturer to sell his goods at a sacrifice? Not likely. Facts must be faced, costs are up, labor is up, prices must follow.

WHAT OF THE FUTURE?

The future holds little encouragement, if any, for those who are looking forward to a drop in less than six months' time.

CONDITIONS IN ENGLAND

Several of the heads of different wholesale houses have just come back from England and they express themselves very much along the same lines to the effect that conditions there do not warrant any feeling of optimism on their part.

They claim that goods exported to Canada do not bring as large returns as those sent to other countries where the demand is frenzied and competition does not enter into the question of prices.

THE EFFECT ON THE CONSUMER

In the larger centres the average person is constantly in touch with his daily papers, and lately there has been quite a lot of matter on the probable future of prices, none of which gives him any reason to believe he could buy more for less.

The merchant in the smaller localities is the most reliable source of information, and he has a great deal of the pioneer work to do in educating his customers as to prices. Now, this is where your trade newspaper comes in, with unbiased statements and facts gleaned from the representatives and buyers of both large and small firms. The information summed up is passed along to you with the earnest hope that it will help you in your business decisions.

HOW TO RETAIN A VALUABLE CLERK

Difficulties and Dangers of Partnerships—A Minor Interest in a Corporation Obviates These Difficulties—A Satisfactory Method of Bonusing

By HENRY JOHNSON, JR.

A MERCHANT has an exceptionally valuable, effective clerk. The man is industrious, earnest, a good salesman, skilful at display work. The time comes when such a man gets beyond the wage line. He cannot be paid more wages than he is getting because, no matter how it might be kept "confidential," the fact would become known and dissatisfaction would result with the others. Yet ways must be devised whereby that clerk can progress to higher earnings or he will be lost to the store.

The end can be reached either through giving the man some kind of interest in the business or paying him a percentage. Let us work it out both ways.

Time was when the custom of taking the senior clerk into partnership was common. In fact, the man began as a boy with that plan in mind, and everything shaped itself to that end. But many disasters warned merchants to go slow on that experiment. For partnership is like marriage: easy to get into but hard to get out of—and plain purgatory if not congenial, while the opportunity for legalized robbery is wide open.

Dangers of Partnership

The fundamental danger of partnership is that partners are not only equal owners, but, in the eyes of the law, each is the sole owner of the business so far as the outside world is concerned. Thus, the merchant who takes into partnership a favorite clerk to reward him and retain his services, may agree with the clerk that he gives him only a quarter interest in the business; but the minute the papers are signed, the clerk may exercise all the functions of sole owner. He may order goods to the limit of the responsibility of the business; he may tap the till, the safe and the bank account with utter immunity from danger of legal process, because the law says it is all his. The idea seems to be that, inasmuch as outsiders cannot tell anything about the inside agreements between partners, each partner is vested with full authority. Thus all who make contracts with the firm may have full protection and can evoke the law against all the assets of the firm to protect their contracts.

Aside from plain dishonesty and fraud, there is the great element of human nature. Plenty of men make agreements in entire good faith who later on come to misunderstand each other, grow apart, are estranged, become suspicious of each other, get to fighting and dissipate all their substance in quarreling and the costs thereof. We hear every day of cases wherein one partner puts it up to the other to "buy out or sell out—an' I don't give a continental damn which you do!" Often when the decision finally is made, there is nothing left either to buy or sell.

Contrast the Corporation

The corporation is another matter. There the assets are taken by the courts and formed into "an artificial person." Fred Hanson may be a grocer in his own individual right. He has absolute control over his possessions and can do with them practically what he likes. But when he incorporates into Fred Hanson, a corporation, he can do with his own as he wills only through sundry well defined courses of action, all subject to legal restriction. Moreover, Fred Hanson, a corporation, may consist of any number of natural persons over two.

If, then, the merchant desires to take into limited control his favorite clerk and give him an eighth of the business, he can accomplish this not only definitely but with comparative safety through incorporating and allotting an eighth of the capital stock to his clerk. Furthermore, since he himself still is sole owner of seven-eights of the business, he controls every particle of it as fully and exclusively after he has incorporated as while he owned it all; for his is the majority interest.

The beauty of the corporation is that it provides for a square deal to all. Each party in interest gets what is his—no more, no less—and it is safeguarded to him. Thus the clerk who is given an interest will have the interest secure from any "reniging" or change of mind of the old boss; but he can get no more than is provided for him through the action of the boss. There are other points, but these are all we need for our present purpose.

If the Boss Wants No Divided Interest

But let us consider the case of the man who has this kind of clerk whom he desires to retain and whom he wishes to treat equitably, but whom he does not want to take into the business in any capacity. Let us suppose that the clerk manages a department and also sells on the floor about as much as any one man can be expected to sell. Let us agree that he is being paid so liberally that any further advance in mere wages would lead to embarrassment with the rest of the help. How shall he be paid more without having an interest in the business?

Of course, there is always the commission plan. One always can pay a man a definite percentage for work done. The difficulty about one who has grown to importance on a salary basis is that it is hard to arrive at a basis of percentage which will satisfy him without entailing overbalancing difficulties.

Let us suppose the man is selling $600 a week, running the perishable goods department and drawing $25 wages. That may be $10 more than you are paying the next highest man, yet it is far within the average allowable wages expense simply figured on his sales alone. But again, he has attained to such sales ratio and been satisfied up to now, while doing all the rest of the work indicated. The man is so cheap that you cannot afford to let him go.

If you took 8% as the basis of wages expense on sales, you would have to pay this man $48 per week—and that, obviously would never do.

You might take $600 weekly sales as your basic figure and pay him as much as 10% on all sales in excess thereof. But if you did that you would have him so eager to makes sales in excess of $600 that undoubtedly he would neglect his other work and you would merely spoil a good clerk.

Really, there seems to be only one way to meet the difficulty: to give him a definite share in the net earnings of the business, either in addition to or in lieu of a salary. Of course, such a matter must be handled with great care and foresight. It will have the great advantage that if there are no net earnings, no bonus will be due the clerk, while every incentive will impel him to watch and work to the end that the business be made more profitable.

The Equitable Share

Suppose your records over a series of years show that your average net profits—I mean absolutely net, with all shrinkages; losses and reasonable depreciation of all kinds out—is $2,400 a year. It might be good to arrange to give the man ⅛ or 3-16 of the net profit in addition to his salary as now fixed. This is safe, for the net profits accrue over and above your expenses, and those expenses now include his salary. Yet this would give him $300 to $450 additional a year.

That figure would be well inside of the $48 per week to which 8% on sales would entitle him, while the chances are that, with such incentive to work, he would so exert himself, and be so greatly additionally helpful to you that he would more than earn his extra pay. Suppose, for example, that together you could make $3.000 net and your agreement was to pay him 3-16 of the net. His extra would be $462.50, and that deducted from $3.000 would leave you $2,537.50, or $137.50 more than your former total.

My excuse for discussing this matter is that I was asked a time since to write it in confidence to one who was faced with the problem. I hope, therefore, that it may be of some use to others.

LETTERS THAT GET BUSINESS

Suggestions for Getting the Soldier Business

HERE are a couple of good suggestions that should help the merchant get good will and what is more to the point, good business. For the following suggestions we are indebted to *Peck's Post.*

The men are coming back from overseas at the rate of 10,000 per month, some of them are on the way now and will be discharged here as fast as they can pass through the military office. Uniforms will be taken off and civilian dress will put on.

In your town there may be 10 or 15 or 100 or more men who will be discharged and the instant their papers are issued they become possible customers of your store. It is up to you whether you get the orders for their suits, shirts, underwear and other wearing apparel or whether this business goes to your competitor.

If you know your town you will know when the boys are coming home. You will know when they arrive home. Here are two letters which will help you get these men into your store for their new outfits. Send them out 10 days apart, the first one to reach the soldier the day after he arrives.

LETTER 1

Dear ——:

Welcome home! We want to be among the first to greet you and to thank you for the part you took in the big fight. Canada is mighty proud of the men who went over and the men who were waiting to go over. We are proud of you and glad to see you back again with us.

When you get time after your first big rush of visiting, come around to the store if you happen to be passing—we would like to shake hands and say "howdy" to you and maybe will be able to swap yarns for a little while.

And if there is anything we can do for you we want you to be free to tell us and let us help. So again—welcome home!

If you know the man personally, address him as "Dear Jim" or whatever his name may be. If you don't know him, address him as "Dear Private Jones," changed, of course, if an officer.

LETTER 2

Dear ——:

That suit of khaki will soon be laid away with other mementos of the war and you will be helping Canada again by taking your place in building up some business. When you put away your present uniform you will need civilian clothes, and we want to help you find what you want.

We have put in an extra stock this year, having extra shipments made when we heard that the men were coming back, and in this stock we feel sure that you will be able to choose everything you need.

Come in some day soon and let us show you what we have got. We will be glad to see you.

Sincerely yours,

A CLOTHING REVOLUTION?

Extract From an Article Written in the London *Daily Mirror* by a Returned Soldier

I USED to look forward to the time when the war would be over and I could get back to civilian clothes, but now the more I consider the matter the more difficult it seems.

There is the matter of the coat; can I get anything more sensible than the tunic with its large, sensible, bulgy pockets? My legs are well clothed in puttees and comfortable breeches. Now I suppose I must put them in tight cylinders, or baggy balloons.

My becoming cap will have to be discarded for the conventional soft variety and I will lay awake at nights wondering what color I should wear to show up my good looks to greater advantage. My overcoat must be of the latest shade and, of course, the hat must match, which is a matter of irritating decision.

Why should we not have as sensible clothes for civilians as those supplied by the army for their soldiers? Do we need a clothing officer to regulate styles? Heaven deliver me from the disparaging remarks of the A.C.M. when I turn out in anything but a regulation uniform! No, we do not want an officer to regulate our clothes; we would be in hot water all the time. But if I went to the tailor and asked him to make me a suit consisting of breeches, leggings and tunic style coat, he would be astounded, and if after that I had the audacity to walk, say to Charing Cross along Piccadilly, I would be a subject for ridicule all the way, but I wish two or three hundred men could be found to do this and it wouldn't be long before every man would fall in line and form the first army of comfortable, well-dressed men.

It is true this all sounds like a dream or a nightmare, almost a revolution, but what of that? Aren't revolutions part of our business these days? Why not a clothing revolution?

FORMS OF ADVERTISING THAT PAY BEST

When people begin to say: "That is a good store, I always like to trade there; they are nice and obliging," your store will have laid the foundation for a big share of the business of your town.

The store front, the window displays, the store interior, the counter displays, the showcase displays and the sales force are the factors in building up this goodwill. These are the forms of advertising which cost little in money and can do much to make successful business. On them depends the effectiveness of all other advertising.

Two forms of advertising that can be made strong selling forces are the windows and interior displays. The merchant pays for this advertising, for it is part of the rental expense, and whether he gets all possible returns depends on the care and thought with which he builds up his displays.

The window display is one of the most valuable advertising mediums of any store. Your show windows should be of the enclosed kind, so well ventilated that they never become frosty and so well planned that the displays can be easily and quickly changed. The windows should be so lighted that the light is thrown on the displays and not into the street. Systematize and plan window displays to get maximum results. Start a window-plan book in which to enter all good ideas and illustrations of displays that you can adapt to your own use. Change displays every week or oftener, depending on the effectiveness of the window. It is as bad to continue a display that is not pulling as it is to have windows empty. Build every window display with the object of selling the goods shown. Try to get the punch of a well-established advertisement into a window trim. Displays that are interesting and different every week will pay well. Always use attractive show cards. Freakish or trick displays may attract attention and keep a crowd in front of the store, but if the sales do not increase on the article on display, the window is a failure. Carefully planned and well-arranged displays will make "buyers out of passer-byers." As you would judge a man by his clothes, so you can judge a store by its windows.

WINDOW TRIMMING RULES

1. Keep the windows clean.
2. Follow a window display schedule, which should be planned a month or more ahead. When a display has been put in start working on the next one. Enter all good ideas and plans in a window-plan book.
3. Don't overcrowd, aim at simplicity and balance. Show one thing or articles of a similar nature at one time.
4. Display any seasonable merchandise.
5. Make background subordinate to the display.
6. Follow a color scheme that is in harmony with the goods shown.
7. Add force to your newspaper advertising by drawing attention to what you are featuring in your window display.
8. Change displays weekly or oftener, depending on how many times people pass your store and how effective the trim is as a sales builder.
9. Make your windows work for you by helping them.

WHAT TO DISPLAY

Feature in your windows merchandise on which you make a fair profit and on which you can build a paying business. Secure the benefit of the strong national advertising on goods which you may carry by making a window trim of the article or articles at the time the advertising is appearing. Clip and paste the advertisement in your window. Co-operate with national advertisers on whose goods you make a fair profit in every way that you can. Don't put merchandise that is injured by the sunlight in your windows.

THE INTERIOR OF THE STORE

The cleanliness of the store, show cases and everything in the store can do much to make a men's wear store successful. The average merchant is a hard-working man and he is not always as particular about the appearance of his show cases, merchandise and the store itself as he ought to be. Keep a watchful eye upon the appearance of the store. It will pay well. See that your show cases, counter displays, and stock are kept free from dust. New fixtures will increase a business from fifteen to fifty per cent. the first year. No merchant can install new fixtures every year, but he can make the old fixtures work like new ones by giving them all the help he can. Strive to make the store inviting and a place that the people will like to go to.

SHOW CASES AND COUNTER DISPLAYS

Change the show case and counter displays often enough to keep the store interesting and inviting. Make use of all your display space. Show the merchandise which sells readily when well displayed and brought to the attention of the prospective buyer. Place articles of a similar use together.

SHOW CARDS

Neat and attractive cards which bear a terse and catchy selling phrase about the goods, will help to sell them. The words used should be few and interesting. The price should always be given.

Clip and file in a show-card book all pictures, phrases, cuts, and ideas. A stenciling outfit is a good aid in making effective show cards.

PAPER CLOTHING IN BOHEMIA

Working Classes Cannot Afford to Buy Cloth at Prevailing Prices

A traveller who has just returned from the factory and mining districts of Bohemia, reports that he has seen entire families clothed in paper, being entirely destitute of cotton and linen materials.

Even the new-born babe is literally wrapped in paper, and the children are clothed in paper.

This will give you some idea as to just how short woollen and cotton materials really are.

On January 7th a fire broke out in the men's furnishing store of Winters Bros., situated in the Roy Building, one of the largest business structures in the city. The fire spread rapidly but the fighters were successful in extinguishing the flames. The Roy block, however, was destroyed. Loss estimated is about $500.

Association of Garment Manufacturers

MEN'S WEAR REVIEW learns that the newly-formed Association of Garment Manufacturers is formed, for the closer acquaintance of men in that line of business; to encourage the utmost of mutual confidence and help; to create a medium for the general exchange of ideas; to establish as far as possible the uniformity of business methods; to gather, obtain and disseminate information and intelligence in all matter to aid in placing their business on a more scientific basis; to foster and protect the business of its respective members from the injuries of misrepresentation; to establish and promote a foundation for honest and upright business methods and principles between its members and tradesmen and establish by education and illustration the efficient and economical methods of garment manufacture.

With the above objects in view you will notice there is no object whatever to take advantage of the retailer in any way whatever. The object of the Association is not to stifle competition or development along each individual manufacturer's particular line as every manufacturer has problems confronting him continually, and we feel by an exchange of views some of the mistakes and costly errors creeping into every business may be eliminated.

It may help to standardize articles of manufacture and, therefore, reduce the cost of garments to the ultimate consumer. To give you one illustration of what an organization of this kind can do we might state in 1914 a temporary association was formed for the purpose of handling export business. By extending co-operation shirt manufacturers alone were able to handle a million-dollar order for shipment to Great Britain.

W. B. DEACON, Belleville, Ont.

The garment manufacturers are in hopes of landing some big orders from Europe because their industries there have been dislocated and supplies of materials of all kinds are difficult to procure. However, we feel that there is an opportunity for big business to be brought to Canada and distributed a representative of the allied manufacturers.

H. B. PEABODY, Walkerville, Ont.

The MEN'S WEAR REVIEW wish the newly-formed Association of Garment Manufacturers every good wish and prosperity and trust that their co-operation will help reduce the initial cost to the among manufacturers. This could not be done as individuals. It can be done if taken in hand by retailer and mean more profit to the manufacturer.

The Canadian Association of Garment Manufacturers was born at the King Edward Hotel, Toronto, when representatives of 75 per cent. of the trade were present. This association is an integral part of, and affiliated with, the International Association of Garment Manufacturers, and the two together comprise practically eighty per cent. of the garment manufacturers of the North American continent.

The authorities at Ottawa made a direct request to manufacturers to co-operate for the mutual benefit of the country.

The officers of the Canadian association elected are as follows—Honorary president, I. Cohen, Detroit, Mich.; president, H. B. Peabody, Walkerville, Ont.; vice-president, H. M. Levine, Montreal, Que.; treasurer, W. B. Deacon, Belleville, Ont.; secretary, J. H. Haugh, Toronto; assistant secretary, C. F. Fell, Toronto.

THE ART OF BUYING

IT is a well-known fact that some of the largest salaries paid out in the departmental stores find their way to the department buyer. The buyer generally comes up in the ranks as he serves his time as a clerk and gets a first-hand knowledge of what particular style of goods are ready sellers, what lines are slow and stickers. A general knowledge acquired in this way is invaluable to you if you intend to make a success of your buying. Buying goods for a modern men's wear store, with all its specialties and side lines, is a big job. There is a tendency to over-buy and this tendency is hard to curb. The majority of retailers buy too many kinds of goods in too large quantities.

They try to do a big business on a small capital. One large wholesaler told MEN'S WEAR REVIEW that if the facts were known it would be found out that over fifty per cent. of the failures were caused by trying to do too much business on too small a capital.

There are two or three causes for over-buying, chief among them being poor judgment, incomplete knowledge of value, or through the persistency of the salesman, and the inability or hesitancy of the buyer to say no. There are other causes for over-buying which are sometimes overlooked and these are (1) the buying of goods on long dating; (2) an extra five or ten per cent. discount on quantity; (3) sole retail agency plans, for which privilege a large first order is required.

The purchaser often falls for this last as the proposition looks good. The strength of the arguments of the optimistic salesman lead the merchant to taking on the deal. A merchant rarely overbuys in the regular staple line he orders from the jobber from time to time. It is in the new goods, the special lines, that he falls down, tying up his capital and injuring his credit.

LONG DATING TERMS

It does not always pay to buy goods on long dating. The salesman generally gives you the idea that the goods will be sold long before the bill becomes due, and in this way his firm will be supplying you with capital to run your business. Long dating and long prices are usually closely allied. And invariably you set the price of goods to get rid of them before the bill comes due and your credit is impaired when you buy more goods than you can pay for.

LOWER PRICES FOR QUANTITY

It is not always good business to buy a quantity of a certain kind of an article. The first dozen may sell well, the second slowly and the third dozen left on the shelf at the end of the year. You will have increased the value of your stock, but you have not increased your profits, for the five or ten per cent. saved in the first place if invested in favorable goods would have been turned over more than once.

SALESMANSHIP REQUIRED IN THE BUYING

The chief thing to bear in mind before attempting on any one of these propositions is the attitude of your customer. Is it suitable for your trade? How many sales over the average would you have to make to get rid of the goods before the bill becomes due?

It is a common knowledge that what sells in one locality does not always sell in another. In some districts you could sell a cheaper article, that in another you couldn't give away. The same applies to the more expensive lines, that would sell readily in one store, but would only be a form of decoration for another.

SIDE LINES

Side lines should be bought in small quantities at first until you are thoroughly satisfied that they are proving a profitable addition to your business. Then if the sales are good, go to it and order in larger quantities.

MANUFACTURERS CHANGE THEIR MINDS

Manufacturers to-day, that is the wide-awake manufacturers, realize that it is not safe to overload customers with big orders. They realize that the best policy is to get and keep the good-will of their customers. And they would rather sell him less goods and more often, thereby keeping his stock fresh and in good saleable condition. The merchant's credit is better for all concerned.

WHAT?—WHEN?—WHERE?

These are words that have a significant meaning when it comes to buying. You must know first—what to buy, when to buy and where to buy. You must know the kind of goods most saleable in your locality; you must know when to buy seasonable goods, and where to buy to the greatest advantage. All of which goes to show that buying is a big job. And that the success of your business depends very largely on your ability as a buyer.

MISTAKES

When a plumber makes a mistake he charges time for it.

When a lawyer makes a mistake, it's just what he wanted.

When a carpenter makes a mistake, it's just what he expected.

When an electrician makes a mistake, he blames it on induction because nobody knows what that is.

When a doctor makes a mistake, he buries it.

When a judge makes a mistake, it becomes the law of the land.

When a preacher makes a mistake, nobody knows the difference.

But a salesman—he is different. He has to be careful; he cannot turn his mistakes into profit or blame them on a profession.

You've got to go some to be a salesman.

WOOLLENS, FABRICS, TEXTILES

Imports Are Held Up to a Great Extent and Canadian Mills Working to Capacity

LINES of fabrics and woollen textiles imported from Great Britain will be higher in price than ever, according to some of the largest importers in Canada. These prices are governed by the acute shortage of operating mills in France and Italy. The French Government recently placed an order with the British mills for 800,000 yards for immediate delivery. The price, we understand, was in the neighborhood of 14s. per yard. The prices, generally speaking, have advanced from 4s. to 7s. per yard over those governing last year's market. It will be some time yet before deliveries can be made on orders placed a year ago. A great many firms expected to receive shipments this month and were so advised by their agents a few weeks ago but have now received cables to the effect that their goods have been acquired by the British Government, and it is uncertain whether they can duplicate their orders in time for this season's trade. Under these conditions, together with the fact that the Canadian mills are working to capacity, it is almost certain that prices will increase rather than decline for this year at least.

The price of raw material usually governs the price of the finished article unless there is a substantial decrease in operating expense. Decrease in operating expenses means a lower wage scale and cheaper power. Neither of these conditions exist at present and judging from the demand of the operators in some of the largest firms manufacturing clothing in the United States who are, at the time of writing, holding out for an increase in wages of 30 per cent. on a 44-hour-per-week basis it doesn't look like cheap labor at present.

The cost of power remains the same and unless the demand for men's clothing falls off to a very great extent the prices will be higher than last year and are not likely to take any drops in the next few months.

LITTLE CHANGE IN HAT PRICES

Cost of Materials to Remain High for a Long Time

COST of materials to remain high for a long time.

The National Association of Fur and Wool Hat Manufacturers have issued the following bulletin of information to the hat trade:

At a time like the present when there seems to be so much uncertainty in the minds of the company regarding the probable trend of prices, it is felt that statements made by the members of the association on the subject based on conclusions which they have reached after a careful investigation of the conditions surrounding the industry might be of value.

The most important item is undoubtedly raw material, practically none of which is produced in this country and much of this has to be imported, making the shipping situation a factor of vital importance.

At the moment embargoes are in force on the largest source of supplies and there seems no prospects of their early removal. Even when they are withdrawn many months must elapse before actual shipment is made and before the fur can be brought to this country and prepared for the use of hat manufacturers. Consequently it is our opinion that so far as materials are concerned there is no possibility of a reduction in price for many months to come, it being the fact that the present price of hats is not commensurate with the cost of raw materials.

There is a general opinion abroad that there are a large quantity of skins suitable for hat manufacturers' use in Canada at this time. While we have been unable to obtain any absolutely definite information as to the number of bales now in Canada, even should the quantity equal the highest estimate, it would not be sufficient for the hat manufacturers' use to be a factor of any importance.

The reduced supply and high cost of labor has an important bearing on the situation. This condition has been caused by the enlistment and draft of a large number of employees of the industry into the Government's service. Many others have gone in the more essential employments and no rapid improvement can be anticipated. Undoubtedly an indefinite time will elapse before the labor supply in the hat industry again becomes normal. On account of this shortage of man power the hat manufacturers are unable to execute orders on short notice, and it is now, more than ever before, important that orders for Fall requirements should be placed as far in advance as possible. This will be quite as much to the advantage of the retailer and jobber as the manufacturer, both from the standpoint of delivery and quantities.

INTERESTING SALES CONVENTION

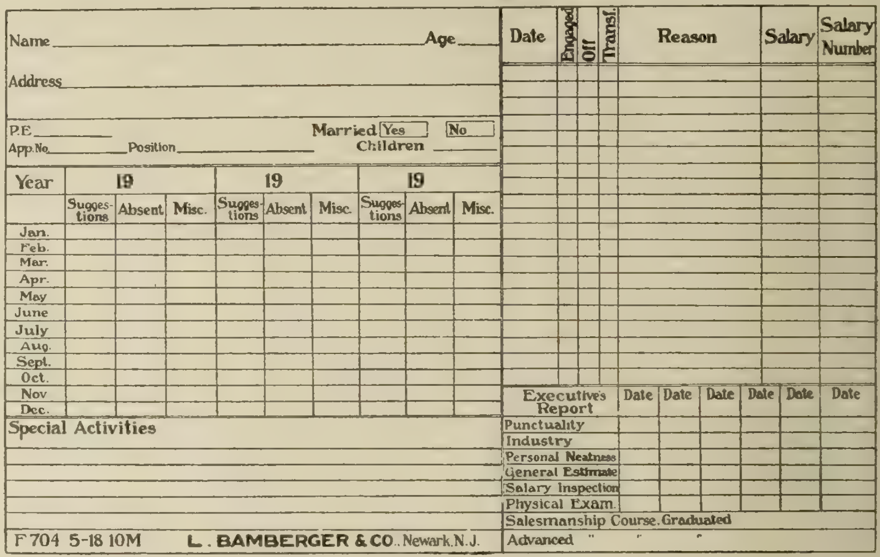
A very interesting sales convention was held on January 8, 9, 10 at the head offices of Walter Blue & Co., clothing manufacturers, Sherbrooke, Que.

Fourteen travellers were present, representing the various districts in Canada.

EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES

L. Bamberger & Co., Newark, N.J., Tell Men's Wear Review of How Co-workers Respond to Educational Training—Complaints from Customers Grow Less Each Year

Written by a Men's Wear Review Representative Who Visited Bamberger'ss Store During December.



Name ____________ Age ____

Address ____________

P.E. ______ Married [Yes] [No]

App. No. ______ Position ______ Children ______

Year	19			19			19		
	Suggestions	Absent	Misc.	Suggestions	Absent	Misc.	Suggestions	Absent	Misc.
Jan.									
Feb.									
Mar.									
Apr.									
May									
June									
July									
Aug.									
Sept.									
Oct.									
Nov									
Dec.									

Special Activities

F 704 5-18 10M L. BAMBERGER & CO. Newark, N.J.

Date	Engaged	Off	Transf.	Reason	Salary	Salary Number

Executive's Report	Date	Date	Date	Date	Date	Date
Punctuality						
Industry						
Personal Neatness						
General Estimate						
Salary Inspection						
Physical Exam.						

Salesmanship Course. Graduated

Advanced " " "

THREE-YEAR RECORD CARD USED IN EMPLOYMENT OFFICE OF L. BAMBERGER & CO., NEWARK, N.J.

IN Newark, N.J., there is a store which has developed an excellent efficiency system. L. Bamberger & Co. have had their educational department operating for the past five years and are now in a position to state from actual experience an opinion which should be of value to the trade.

In an interview with Miss Cihlar, of the efficiency department, Miss Brown, in charge of the junior work, and Miss Strong, of the employment office (who by the way is a Canadian, from Hamilton, Ont.), a representative of MEN'S WEAR REVIEW was told of the work which is going on in that store and some of the results which it has accomplished.

In the first place the efficiency department has made good. It has demonstrated to the management of the store that greater efficiency of salesmanship has been secured and many difficulties surmounted by it in a way which could not have been done without a department whose business it is to make a study of the employees, individually and collectively, and their relation to the store.

Record Cards Give Complete Information

The efficiency department, while it is separate from the employment office, nevertheless works in close conjunction with it. In the employment office card-records are kept giving in brief form the history of each employee covering a period of three years. One side of these record cards is reproduced herewith, and it will be noted that a great deal of information is provided for on it. It gives a monthly record of suggestions from employees (an indication of vigilance and interest in work), days absent and miscellaneous points; a record of the placing of the employee in the store and transfers to other departments, with reason, salary, etc; a report of the executive every six months on punctuality, industry, neatness, etc. On the other side of the card the name appears again (to save turning the card over when filed in the catalogue) and a three-year monthly error record of details such as morning lateness, noon lateness, neglect of time card, of department sheet; placing wrong name and address on sales check, tally errors, wrong measurement of merchandise, no sales number on ticket, register of shortage or overage, and miscellaneous. This list is printed and numbered at the top of the card, and for the record below only the numbers are inserted.

This card is of very great value to the efficiency department. All complaints or enquiries regarding employees come to the efficiency department who look up these record cards, and in a moment a detailed account of the employees' relationship with the store is there for a basis of action. The efficiency department supplies a good deal of the information which the employment office records on the cards, by the close relationship of the department with the employees.

By an investigation of these cards it has been found that since the efficiency department has been doing its work there have been many cases where disagreements have been settled to the satisfaction of all concerned so that a change of labor was avoided, which means an expense saved. Again, through the efficiency department employees are more readily placed in the most suitable department; their likes and dislikes are discussed, advice of a personal nature given them, and after thinking the matter out carefully they are more certain themselves of what department they wish to become linked up with. Of course it is not advisable that each individual be placed at once in the department sought, but each is encouraged to keep some definite aim in view and to gather all the information available relating to the goal.

A Broad System

Department managers at Bamberger's are responsible for providing the salespeople with technical information regarding the goods handled. They hold discussion groups and classes for this purpose.

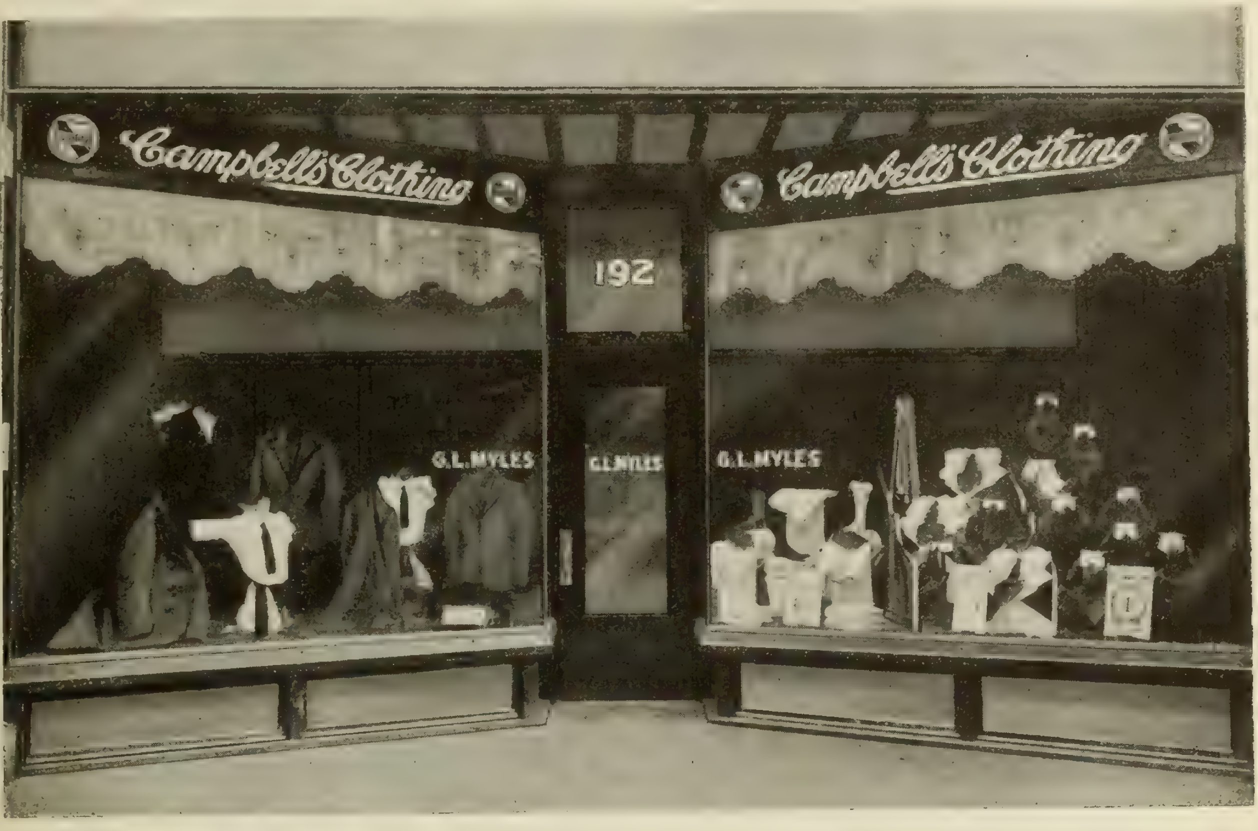
In the junior group of girls a corps has been organized which has accomplished big things. The girls have a uniform, not for the sake of parading but for its influence in uniting them as a body in the work which they undertake. The uniform is not worn "on duty" of course, but upon all occasions when they meet as an organization. As such the girls accomplished a marvellous amount of Red Cross work during the war, and besides are keenly interested in local movements and welfare work, and hold musical and other educative evenings as well.

In addition to classes for beginners in store technique, the history and geography relating to merchandise, social development, junior work, etc. there is a regular course of instruction in arithmetic, English, spelling, writing, etc. Then for more advanced employees there are demonstration sales where the big and oft-recurring problems of selling and service to the customer are taken up. "These demonstration sales more than anything else show us what our people are made of," said Miss Cihlar to MEN'S WEAR REVIEW. "We find them perhaps the most important of all our departments, for there difficulties old and new come up, and if a salesperson is a little timid at first, confidence is gained by discussion and questioning, so that freedom, thoughtfulness and resourcefulness are developed if the salesperson is of the right sort at all, which is of extreme value in meeting customers. Meeting the customer properly is the greatest difficulty which we have to overcome among employees."

Attendance Compulsory

Attendance at all these groups is compulsory. Each employee is given a cer-

(Continued on page 47)



192 SPARKS ST., OTTAWA, ONT.

A NEW, UP-TO-DATE STORE

The above business was started by Mr. G. L. Myles last September.

Mr. Myles had been for some time connected with the Ottawa branch of Messrs. Ely, Limited.

The slogan of the new business is: "Quality and Service."

The interior is well laid out, with plenty of display room in up-to-the-minute fixtures.

GREY COLORED CARDS LAST LONGER

Do Not Get Dirty So Quickly as White Ones — A Practical Suggestion For the Card Writer—How One Store Speeded Up Number of Show Cards Being Made

By R. T. D. EDWARDS

THIS is third of a series of articles on departmental store cardwriting, which will not only aid the large store cardwriter in his work, but will be of benefit to the cardwriter who does things in a smaller way.

The store referred to in this article is one of the largest in the Dominion and has a great area of selling space. Consequently the number of show cards used, both inside the store and in the windows, is enormous. Many hundred cards have to be made daily, both for replacing soiled cards and for new displays.

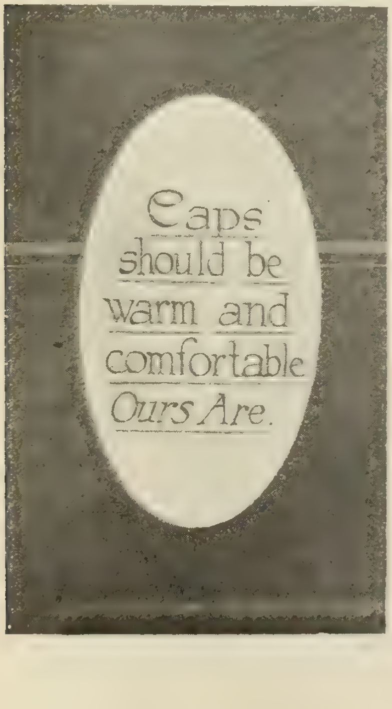
Dirty Cards Repulse Trade

To keep the cards clean is the most difficult proposition in a large store. Cards are continually getting dirty or broken and should be replaced with new ones at once. That is an important point in showcarding any store. Cards must be kept clean at all times because they are the mouthpiece of the interior of the store, just the same as the show windows are the mouthpiece outside.

To keep cards more presentable, and to avoid the greater consumption of cards, this store changed their regular store cards from white to a mist grey color.

The grey cards have proven to be a great success, because they do not show dust or finger marks as quickly as the white.

Grey cards are used for everything but "advertised" and "sale" cards. For these, white cards are used with black or red color for the printing.



SUGGESTIONS FOR YOUR SHOW CARDS

Soft collars that stand up. The shape you wear is here.

Our selections are larger and our prices the same.

Order that spring suit now—not later.

Underwear that will outwear that bargain kind.

Overcoats that overcome the cold weather. They look well, too.

Cravats to please the most particular. This means you.

Overcoats that say good-bye to cold weather.

Caps should be warm and comfortable. Ours are.

Shirts that combine good taste with wearing qualities.

Shirts that please the eye and do not squeeze the neck.

All cards are of uniform size, both in the windows and on the counters—5½ x 7; 7 x 11 and 11 x 14 being the various sizes most frequently used.

A uniform style of lettering is used on these cards, which can be quickly formed and which is quite readable.

The system for operating a cardwriting office in a departmental store depends largely upon the amount and quality of cards that it has to turn out. Many offices are run in a haphazard way. That is, every writer lays out and rules his own work and sorts it when completed. This is a very expensive method. If an employee is a cardwriter, and there is enough work to keep him going, he should not be doing work which can be done by cheaper help.

Speeding Up the Work

First of all, the larger stores need one person who can do everything about the office except write cards. That is, he must be able to take care of stock, see that it is kept in good condition and see that it doesn't get low.

In the store referred to this man lays out orders as they come in. The cards are ruled in pencil very lightly so that no erasing is needed, with correct lay-out-stencil, an assortment of which is always kept, and piled in a cabinet which has various sections denoting the time the order had come in.

The work is then ready for the cardwriter. After cards are written, they are sorted again by the helper back to the department card cabinet where they await being called for.

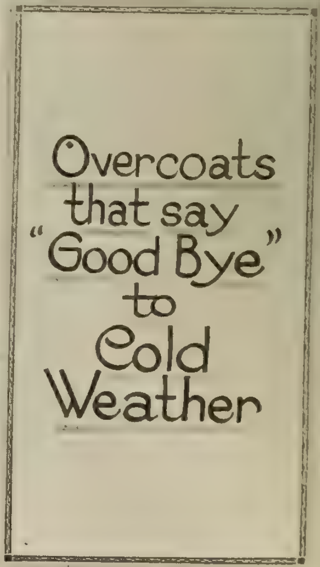
If the card is grey with black letters, white underlining is used. This can be done by the helper after some practice.

If this system is carried out, the cardwriters very seldom have to get off their chairs. This means at least two to three times as many cards can be handled as by the old method of every man for himself.

A Big Day's Work

More than sixteen hundred cards were written in a day by one man in this store on account of using this system and not having to get off the chair.

So you will find that in smaller store work, this system can be worked out to a great degree without making the work any harder. Have a helper prepare all the work for you while you do other things of greater importance.



KEEPING FROST FROM WINDOWS

Solutions of Retailer's Perplexing Problem in Winter-time—Adequate Ventilation Best Preventative of Heavy Frosting.

ONE of the difficulties which Winter time annually presents to the retailer appears to be the elimination of frost from display windows, and, though there has been much written on the subject, MEN'S WEAR REVIEW has been in receipt of many inquiries recently regarding the matter. These letters are from retailers who are taking time by the forelock and are preparing well in advance.

There are various remedies suggested for the frosting of windows, and these are roughly divided into two parts. In cases of slight frosting, the trouble can usually be eliminated by the rubbing on the window of preparations such as alcohol, glycerine and water, ammonia and salt water, or alcohol and water. Where windows do not frost over very heavily, it is also possible to keep the glass clear by throwing a strong current of air over the inside with an electric fan. The current of air should strike the glass from one side and sweep over the entire surface, thus creating a circulation of air over as much as possible of the surface. In large windows two fans should be used.

CAUSE OF TROUBLE

It might at this point be well to define the cause of the frosting of windows, which in cases of considerable difficulty necessitate much more drastic measures than those previously enumerated. The windows frost over because of the difference in temperature in front and back of the glass. If the air in the window is warmer than that outside, there will be condensation of moisture when it strikes the glass. Thus the point is to make the temperature on both sides of the glass as nearly the same as possible.

The windows should be enclosed, the back, sides and floor being practically air-tight so that none of the warm, moisture-laden air of the store or basement will find its way in. Sometimes this will be all that is necessary, but in exceptional cases of heavy frosting it will be necessary to go further and have some form of an opening just below the glass to admit cold air into the window, and openings in the top to let out the warm air. This circulation of air from outside will keep the temperature of the inside of the glass much the same as that outside.

OLD WINDOWS

There are several ways of ventilating windows already installed. When the floor and background have been made thoroughly air-tight, the window should be ventilated by boring holes through the sash, about 1 inch in diameter, with corresponding holes in the upper sash of the window placed from six to twelve inches apart. If the glass is so set that there is no wooden sash to bore through, it will be necessary to instal air ducts from the base of the window up through the floor.

Some windows are built in bay window style protruding over the sidewalk, and in such cases all that is necessary is to bore holes through the floor which overhangs the sidewalk, with corresponding holes in the ceiling of the window. This often provides the necessary ventilation but it will be necessary to put a top cover over the roof holes to prevent rain entering.

OPEN BACK WINDOWS

In cases where windows are used which are not enclosed, it is impossible to use the ventilating system as a preventive of frost. In such cases the best remedy suggested is to get as much heat next to the glass as will render the glass too warm for frost to accumulate. To do this, some stores use electric heaters, oil heaters and gas, the latter in numerous small jets from a pipe run along the lower sash.

A NOVEL IDEA

Another suggestion, which is both simple and very often effective, is to place pots of unslacked lime in the window as near the plate glass as possible. These can be made to appear as part of the display by using jardinieres or other containers, and the design of the window need not be affected. In large windows there should be three or four such jardinieres, but in small windows one or two will suffice.

FULL DRESS TOGS

Demand is Above Normal Since December, 1918

Socially, conditions have completely right-about-faced since the signing of the armistice, or rather since Christmas, 1918. Card parties and formal dinners are now in full swing again and full evening dress is very much in evidence.

Even returned officers, with whom it is considered good form to appear in uniform, with the exception of Imperial officers, who, we understand, are not supposed to dance in public places in the King's uniform, are discarding their former outfits and wearing the conventional "evening togs." It has been noticed that the soft dress shirt is more in evidence than the boiled shirt front, and in the writer's opinion it's none too soon. The soft shirt is worn with soft cuffs and these are usually held in place by pearl links. It might be good policy to suggest these to your customers when buying evening clothes. White vests are worn a great deal more than the sober black; the white vests usually require pearl pipe-stem buttons, the only other adornment being a fine chain Waldemar worn from vest pocket to vest pocket. White bow ties, ready tied, are the most popular, although, of course, if black vest is worn, a black tie would be in keeping. Black pumps do not seem to be as much a part of the evening dress as formerly, the ordinary English last black shoe being quite as much worn as anything else. Silk socks, grey or black, are quite in order and should be recommended.

GETTING RESULTS FROM ADVERTISING

How the Hudson's Bay Company of Calgary Prepares Its Advertising Copy—Short-cuts to Display—Results—Avoiding Duplications, Etc.

By J. Burt Malette, Advertising Manager.

ELBERT HUBBARD was wont to say: "Noah was six hundred years old before he knew how to build the ark. Moral: Don't lose your grip."

That saying is applicable to many an advertiser all over the country. How often one sees a promising establishment open with a great blare of trumpets and then settle back in a half leaning attitude of "watchful waiting" for business. You know what happens. A living is made from the business after years of hard drudging. Who wishes to make a bare living? These establishments depend upon "personality"—upon the acquaintance of this clerk or that or possibly upon the proprietor himself.

But the "Doubting Thomases" have gone their way. To-day it is not a question of shall I advertise or not, rather "How WELL can I advertise?"

Importance to Small Retailer

To the merchant in the small town, advertising presents a real problem. He knows his merchandise, he is well educated. He can write a hummer of a letter to his debtors or creditors; can sell goods over the counter with the skill of a wizard. Why, then, cannot he construct sound, logical advertising copy? Simply because HE IS TOO CLOSE TO HIS OWN BUSINESS OF SELLING. In other words, he is endeavoring to MAKE his customers buy what he has in stock rather than give them the impression that he HAS WHAT THEY WANT.

That is just the reason why more and more small retailers are consulting advertising authorities, ad writers, advertising agencies and other individuals and establishments in order that they may have their copy prepared for them in an intelligent, thorough, sales producing manner.

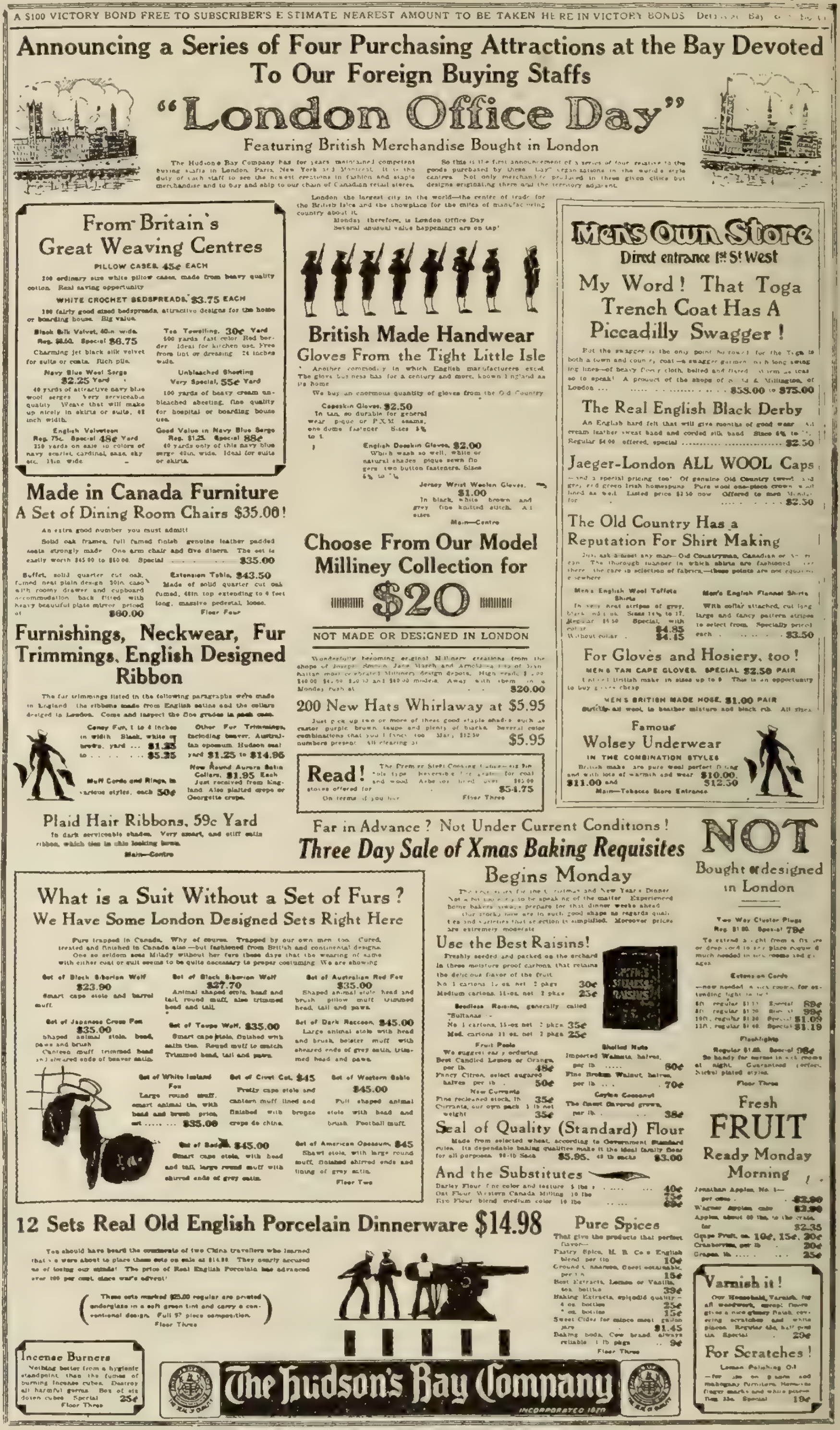
Preparing Copy

My own order of procedure is along these lines: I first assemble the merchandise that is to be advertised for a given day (for example we will assume that it is men's suits, shirts, women's suits, a silk sale at $2.25 a yard and smallware).

As my staff is considerable they review this merchandise, writing down all points in its favor likely to appeal to men or women as the case may be.

The next question is, shall we use cuts for all the matter, a portion of it or shall it be a plain type ad? The decision is based upon the amount of space to be used, the importance of the item advertised and the appropriateness of the illustration.

Finally it is decided to use a quarter page ad. to feature the silks (one illustration) and the men's overcoats at $28.50 (one illustration).



A $100 VICTORY BOND FREE TO SUBSCRIBER'S ESTIMATE NEAREST AMOUNT TO BE TAKEN HERE IN VICTORY BONDS

Announcing a Series of Four Purchasing Attractions at the Bay Devoted To Our Foreign Buying Staffs

"London Office Day"

Featuring British Merchandise Bought in London

The Hudson's Bay Company has for years maintained competent buying staffs in London, Paris, New York and Montreal. It is the duty of each staff to see the newest creations in fashion and staple merchandise and to buy and ship to our chain of Canadian retail stores.

So this is the first announcement of a series of four relative to the goods purchased by these "Bay" organizations in the world's style centres. Not only merchandise produced in these given cities but designs originating there and the territory adjacent.

London, the largest city in the world—the centre of trade for the British Isles and the showplace for the cities of manufacturing country about it.

Monday, therefore, is London Office Day. Several unusual value happenings are on tap!

From Britain's Great Weaving Centres

PILLOW CASES, 45¢ EACH

100 ordinary size white pillow cases, made from heavy quality cotton. Real saving opportunity.

WHITE CROCHET BEDSPREADS, $3.75 EACH

100 fairly good sized bedspreads, attractive designs for the home or boarding house. Big value.

Black Silk Velvet, 40in. wide. Reg. $8.60. Special $6.75. Charming jet black silk velvet for suits or coats. Rich pile.

Navy Blue Wool Serge $2.25 Yard. 40 yards of attractive navy blue wool serges. Very serviceable quality. Weave that will make up nicely in skirts or suits, 42 inch width.

English Velveteen Reg. 75c. Special 48¢ Yard. 250 yards on sale in colors of navy, scarlet, cardinal, saxe, sky, etc. 18in. wide.

Tea Towelling, 30¢ Yard. 500 yards fast color. Red border. Ideal for kitchen use. Free from lint or dressing. 24 inches wide.

Unbleached Sheeting Very Special, 55¢ Yard. 100 yards of heavy cream unbleached sheeting, fine quality for hospital or boarding house use.

Good Value in Navy Blue Serge Reg. $1.25. Special 88¢. 40 yards only of this navy blue serge 40in. wide. Ideal for suits or skirts.

Made in Canada Furniture

A Set of Dining Room Chairs $35.00!

An extra good number you must admit!

Solid oak frames, full fumed finish, genuine leather padded seats, strongly made. One arm chair and five diners. The set is easily worth $45.00 to $50.00. Special $35.00

Buffet, solid quarter cut oak, fumed, neat plain design, 50in. case with roomy drawer and cupboard accommodation, back fitted with heavy beautiful plate mirror, priced at $60.00

Extension Table, $43.50. Made of solid quarter cut oak fumed, 48in. top extending to 6 feet long, massive pedestal, loose. Floor Four

Furnishings, Neckwear, Fur Trimmings, English Designed Ribbon

The fur trimmings listed in the following paragraphs were made in England, the ribbons made from English satins and the collars designed in London. Come and inspect the fine grades in each case.

Coney Fur, 1 to 6 inches in width. Black, white or brown, yard ... $1.25 to $5.25

Muff Cords and Rings, in various styles, each 50¢

Other Fur Trimmings, including beaver, Australian opossum, Hudson seal, yard $1.25 to $14.95

New Round Aurora Satin Collars, $1.95 Each. Just received from England. Also plaited crepe or Georgette crepe.

Plaid Hair Ribbons, 59c Yard

In dark serviceable shades. Very smart, and stiff satin ribbon, which ties in chic looking bows.

Main—Centre

British Made Handwear

Gloves From the Tight Little Isle

Another commodity in which English manufacturers excel. The glove business has for a century and more known England as its home.

We buy an enormous quantity of gloves from the Old Country.

Capeskin Gloves, $2.50. In tan, so durable for general wear, pique or P.X.M. seams, one dome fastener. Sizes 5½ to 8.

English Doeskin Gloves, $2.00. Which wash so well, white or natural shades, pique sewn fingers, two button fasteners. Sizes 5½ to 7½.

Jersey Wrist Woolen Gloves, $1.00. In black, white, brown and grey, fine knitted stitch. All sizes.

Main—Centre

Choose From Our Model Milliney Collection for $20

NOT MADE OR DESIGNED IN LONDON

Wonderfully becoming original Millinery creations from the shops of Joseph, Simon, Jane March and Arnold ... of Manhattan most celebrated Millinery design depots. High grade $... $40.00, $45.00, $50.00 and $60.00 models. Away with them in a Monday rush at $20.00

200 New Hats Whirlaway at $5.95

Just pick up two or more of these good staple shades such as castor, purple, brown, taupe and plenty of blacks. Several color combinations that you'll fancy too. Many $12.50 numbers present. All clearing at $5.95

Read! ... stoves offered for $54.75. On terms if you like. Floor Three

Men's Own Store

Direct entrance 1st St. West

My Word! That Toga Trench Coat Has A Piccadilly Swagger!

But the swagger is the only point ... for the Toga is both a town and country coat—a swagger garment with long swinging lines—of heavy ... cloth, belted and flared ... so to speak! A product of the shops of ... & Millington, of London .... $58.00 to $75.00

The Real English Black Derby

An English hard felt that will give months of good wear. All cream leather sweat band and corded silk band. Sizes 6⅝ to 7½. Regular $4.00, offered, special $2.50

Jaeger-London ALL WOOL Caps

—and a special pricing too! Of genuine Old Country tweed and grey and green Irish homespuns. Pure wool one-piece crown, ... lined as well. Listed price $3.50 now. Offered to men Monday for $2.50

The Old Country Has a Reputation For Shirt Making

Just ask almost any man—Old Countryman, Canadian or American. The thorough manner in which shirts are fashioned over there, the care in selection of fabrics,—these points are not equalled elsewhere.

Men's English Wool Taffeta Shirts. In very neat stripes of grey, black and pink. Sizes 14½ to 17. Regular $5.50. Special, with collar $4.85. Without collar $4.15

Men's English Flannel Shirts. With collar attached, cut long, large and fancy pattern stripes to select from. Specially priced each $3.50

For Gloves and Hosiery, too!

MEN'S TAN CAPE GLOVES, SPECIAL $2.50 PAIR

... British make in sizes up to 9. This is an opportunity to buy gloves cheap.

MEN'S BRITISH MADE HOSE, $1.00 PAIR

Strictly all wool, in heather mixture and black rib. All sizes.

Famous Wolsey Underwear

IN THE COMBINATION STYLES

British make, are pure wool, perfect fitting and with lots of warmth and wear. $10.00, $11.00 and $12.50

Main—Tobacco Store Entrance

Far in Advance? Not Under Current Conditions!

Three Day Sale of Xmas Baking Requisites

Begins Monday

The necessities for the Christmas and New Year's Dinner. Not a bit too early to be speaking of the matter. Experienced home bakers always prepare for that dinner weeks ahead. Our stocks now are in such good shape as regards qualities and varieties that selection is simplified. Moreover prices are extremely moderate.

Use the Best Raisins!

Freshly seeded and packed on the orchard in three moisture proof cartons that retains the delicious flavor of the fruit.

No. 1 cartons, 16-oz. net, 2 pkgs. 30¢

Medium cartons, 11-oz. net, 2 pkgs. 25¢

Seedless Raisins, generally called "Sultanas"—

No. 1 cartons, 15-oz. net, 2 pkgs. 35¢

Med. cartons, 11 oz. net, 2 pkgs. 25¢

Fruit Peels. We suggest early ordering.

Best Candied Lemon or Orange, per lb. 48¢

Fancy Citron, select sugared halves, per lb. 50¢

New Currants. Fine recleaned stock, lb. 35¢. Currants, our own pack, 1 lb. net weight 35¢

Shelled Nuts. Imported Walnuts, halves, per lb. 80¢. Fine Broken Walnut, halves, per lb. 70¢

Ceylon Cocoanut. The finest flavored grown, per lb. 38¢

Seal of Quality (Standard) Flour

Made from selected wheat, according to Government Standard rules. Its dependable baking qualities make it the ideal family flour for all purposes. 98-lb. Sack $5.95. 49 lb. sacks $3.00

And the Substitutes

Barley Flour, fine color and texture, 5 lbs. ... 40¢

Oat Flour, Western Canada Milling, 10 lbs. ... 75¢

Rye Flour, blend, medium color, 10 lbs. ... 65¢

What is a Suit Without a Set of Furs?

We Have Some London Designed Sets Right Here

Furs trapped in Canada. Why of course. Trapped by our own men too. Cured, treated and finished in Canada also—but fashioned from British and continental designs. One so seldom sees Milady without her furs these days that the wearing of same with either coat or suit seems to be quite necessary to proper costuming. We are showing

Set of Black Siberian Wolf $23.90. Smart cape stole and barrel muff.

Set of Black Siberian Wolf $27.70. Animal shaped stole, head and tail, round muff, also trimmed head and tail.

Set of Australian Red Fox $35.00. Shaped animal stole, head and brush, pillow muff, trimmed head, tail and paws.

Set of Japanese Cross Fox $35.00. Shaped animal stole, head, paws and brush. Canteen muff, trimmed head and shirred ends of beaver satin.

Set of Taupe Wolf, $35.00. Smart cape stole, finished with satin ties. Round muff to match. Trimmed head, tail and paws.

Set of Dark Raccoon, $45.00. Large animal stole with head and brush, bolster muff with sheared ends of grey satin, trimmed head and paws.

Set of White Iceland Fox. Large round muff, smart animal tie, with head and brush, price, set $35.00

Set of Civet Cat, $45. Pretty cape stole and canteen muff lined and finished with bronze crepe de chine.

Set of Western Sable $45.00. Full shaped animal stole with head and brush. Football muff.

Set of Sable, $45.00. Smart cape stole, with head and tail, large round muff with shirred ends of grey satin.

Set of American Opossum, $45. Shawl stole, with large round muff, finished shirred ends and lining of grey satin.

Floor Two

12 Sets Real Old English Porcelain Dinnerware $14.98

You should have heard the comments of two China travellers who learned that we were about to place these sets on sale at $14.98. They nearly accused us of losing our minds! The price of Real English Porcelain has advanced over 100 per cent. since war's advent!

(These sets marked $25.00 regular are printed underglaze in a soft green tint and carry a conventional design. Full 97 piece composition. Floor Three)

Pure Spices

That give the products that perfect flavor—

Pastry Spice, H. B. Co.'s English blend, per tin 10¢

Ground Cinnamon, finest obtainable, per tin 15¢

Best Extracts, Lemon or Vanilla, ... bottles 39¢

Baking Extracts, splendid quality—4 oz. bottles 25¢; 2 oz. bottles 15¢

Sweet Cider for mince meat, gallon jars $1.45

Baking Soda, Cow brand, always reliable, 1 lb. pkgs. 9¢

Floor Three

Incense Burners

Nothing better from a hygienic standpoint than the fumes of burning Incense cubes. Destroy all harmful germs. Box of six dozen cubes. Special 25¢. Floor Three

NOT Bought or designed in London

Two Way Cluster Plugs Reg. $1.00. Special 79¢. To extend a light from a fixture or drop cord to any place required. Much needed in sick rooms and garages.

Extension Cords —now needed in sick rooms, for extending light to bed.

6ft., regular $1.15, Special 89¢

8ft., regular $1.20, Special 99¢

10ft., regular $1.30, Special $1.09

12ft., regular $1.40, Special $1.19

Flashlights Regular $1.25. Special 98¢. So handy for nurses in sick rooms at night. Guaranteed perfect. Nickel plated styles. Floor Three

Fresh FRUIT Ready Monday Morning

Jonathan Apples, No. 1—per case $2.90

Wagner Apples, case $2.90

Apples, about 60 lbs. to the crate, for $2.35

Grape Fruit, ea. 10¢, 15¢, 20¢

Cranberries, per lb. 20¢

Grapes, lb. 25¢

Varnish it! Our Household Varnish for all woodwork, except floors, gives a nice glossy finish, covering scratches and white places. Regular 35c half pint tin. Special 29¢

For Scratches! Lemon Polishing Oil—for use on piano and mahogany furniture. Removes finger marks and white places. Reg. 25c. Special 19¢

The Hudson's Bay Company

INCORPORATED 1670

One of a Series

The Hudson's Bay Co., Calgary, Alberta, had a series of announcements, each one devoted to special offerings provided from one of their various buying offices. There was a "Montreal Office Day," a "New York Office Day," a "London Office Day," and a "Paris Office Day," and the idea of goods made in the countries represented brought splendid results, the firm reports. The above reproduction of the "London Office Day" ad. of six columns also illustrates the point mentioned in the accompanying article regarding the effectiveness of "boxed" spaces.

Next Comes the Layout

The space is measured out and ruled off. The cuts are set apart so that they balance, that is, they are arranged parallel with one another, or at the top and bottom corners.

Remember the idea is not to address your appeal as though you were insisting upon the customer buying **what you** have to sell but rather to leave the impression with him that the goods are very desirable and just what he or she **is looking for.**

Above all things avoid the hackneyed expressions of the past decade of "Fine Overcoats for $28.50." "The best silks you may buy for $2.25 a yard." Originality of ad treatment PAYS big dividends in the long run. It commands attention by virtue of its uniqueness.

Another point I should like to emphasize is that every retailer should have an individual name plate or store signature. A hand-drawn head is the best method or if this is not preferable see that the SAME style of type face is used in your advertising, letterheads, stationery, leaflets and envelope stuffers. Repetition here is a big factor in establishing your name and connection at a glance.

Eliminate Waste Words

After your layout is completed with spaces measured off, which is very important, then begin your writing. Writing advertisements is much like talking over a counter. Be yourself but do not say too much. Brevity is a virtue that should be constantly at one's elbow in constructing advertising copy.

Your chart will tell you how much to say. See that the best use of the space is made. Don't use "the," "and," "but," "on" and other conjunctions and prepositions if they can safely be eliminated and the sense of the matter not impaired. For instance, in a heading one might be inclined to say: "This store will be closed all day to-morrow" instead of cutting it short with "Store closed all day to-morrow."

It is essential to surround every item with plenty of "daylight" (white space). Don't crowd one item against another. Keep your various sections segregated.

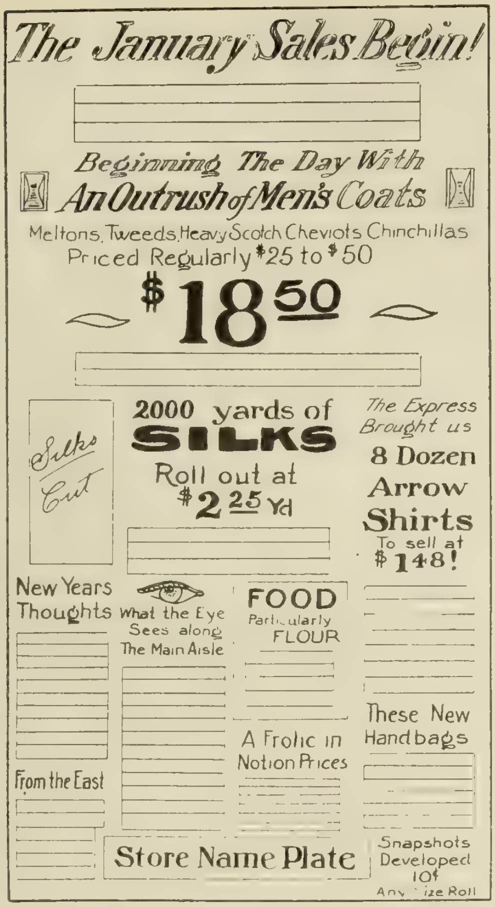
Use plenty of boxes, that is, matter with a rule around it in the form of a box, and see that the rule or line used is not too thick.

Your printer will possess sufficient type so that no other ad in the paper need be set in the same face. Insist that he use this same type each time your advertisement appears.

The proper layout paper is quad ruled in much the same manner as your ledger. It is a check arrangement ruled vertically and horizontally, each check 12 points square. This will assist you in lettering.

Try It on Your Friends

Try this method yourself. Don't publish the first ad you write. Write several of them and show them to your friends. Ask them to place themselves before the paper as though they were about to consider buying from you. Ask them if that ad. appeals to them; if it arouses any desire to be convinced of the value-offers made.



Layout as suggested in accompanying article.

Get right out from behind the counter and talk WITH the customer on paper just as you might if you met an old friend who came to you to buy for the first time in ten years.

Again. Don't repeat advertised items simply because they proved to be good "pullers." Keep your news talk just as fresh as your stock of merchandise. Skip about if you have lines enough. Don't list the same line more than once a month unless it is strictly in season.

A clean, well-kept window display, changed thrice weekly, is a great asset to the merchant. He should take every advantage too, of nationally advertised goods by featuring them as they appear in papers of national repute. Always, the window and the newspaper ad should pull together. The connection will net real dollars.

During the past month we have been running three column 23-inch copy in the morning paper devoting it to men only, advertising men's clothing, furnishings, boots, and the like and in a few cases using prices and the results are splendid.

This merely goes to show that SPECIALIZATION in advertising and keeping constantly at it will net returns in the long run as surely as the sun shines.

EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES

(Continued from page 42)

tain time-table of attendance, and it is just as necessary to be there as it is for them to be in their departments. A regular course of study is pursued, examinations held, and certificates granted. This sounds very like school, which many young employees sought to escape when they went "to work." However, it may be surmised from the nature of the courses as outlined above that school for school's sake is not the idea and, therefore, that examinations are not the bugbear here that they are in the average academic training. Examinations are usually verbal, and results based upon the intelligence of the salesperson in coping with certain circumstances. History, geography and arithmetic take on a different meaning when they are linked up with definite ends and the value of a knowledge of them realized by the students as they go along.

A Democracy Encouraged

There is one word omitted from all this account so far which will be noted at once by Bamberger's, no doubt. It is a word which customers observe on every floor of the store and frequently. Here it is now, with emphasis — CO-WORKER. "This elevator for co-workers only." "Co-workers' entrance," etc., these are the words which the store uses throughout in referring to its employees. The idea of the terms is quite evident. A co-operation of labor and capital is thereby expressed and encouraged. The interest of the employee in his chosen work is **expected** and all are placed upon a plane which is worthy of respect, both among themselves and from the public, to whom they owe in their turn the courtesy of attention, of interest, and of service.

"One of the most tangible results which we have experienced from our efficiency department was one which has given us considerable satisfaction during the past couple of years. Our five years of training of employees, many of whom, of course, will always be of the floating sort, has brought us a steadier supply of labor than we could have expected otherwise, with munition factories taking help from all lines of industry. Many of our people realized that war work was temporary and with the interest which they had in the store and the goals which they had in view, they decided to remain with us. Naturally they were the best type of helpers and for that reason the labor difficulties there have not been so great, we believe, as they have been during the war period in many stores where educational work has not been going on so long," said Miss Cihlar. "We have also had fewer complaints from customers regarding their treatment by co-workers this year than ever before."

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
MWR
Published MONTHLY
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VOL. 9 FEBRUARY, 1919 No. 2

EDITORIAL BRIEFS

MANY turnovers mean less left-overs.

* * *

STIMULATE trade by exciting desire.

* * *

FEBRUARY, the month of sales. Sell your house and home but keep your business; conditions look good for the men's wear trade.

* * *

NATURE sometimes knocks the bottom out of the supply and demand theory. Item—cold weather, no coal. Warm weather, a sign over the coal dealer's door advising, "We are booking orders for all sizes for immediate delivery." Stocks of heavy underwear short, two months of warm weather, and there's plenty to go 'round.

* * *

ON account of the milder weather, your underwear sales should be timed later in February.

* * *

DON'T forget this paper is yours; questions are in order. Suggestions approved of and knocks attended to. Don't keep us in suspense.

THE FUTURE OF QUANTITIES AND PRICES

THERE are a number of articles in this issue dealing with the future in regard to, and possible quantities of, staple commodities used in the men's wear trade. It is a live topic and one which should be of interest to every merchant who in any way is keeping abreast of the times. It is only natural that the retail merchant should hesitate before placing orders at top prices and again it is natural that the wholesaler should think that the retail merchant is holding off his orders too long in view of the facts as he knows them. However, the retail trade is justified in playing a waiting game until they find out for themselves just what to expect under peace conditions.

Men's Wear Review has certainly tried to ferret out the facts from all quarters and the information given in it may be helpful to the trade in sizing up the outlook. We may say right here that so far everything points to stationary or higher prices, and we believe that prices will change very little within the next six months.

MR. BENJAMIN TOOKE DEAD IN MONTREAL

One of the most widely known business men of Montreal passed to his rest on January 5th, in the person of Mr. Benjamin Tooke, president of Tooke Brothers, Limited. Long connected with the extensive business of which he was head, for years a Free Mason, Mr. Tooke had a wide acquaintance throughout Canada and a large circle of friends and acquaintances will miss him greatly.

Not only was Mr. Tooke a member of the firm of Tooke Brothers, but it was he who founded the business and he, therefore, had the pleasure of seeing the wonderful growth attend his venture, this firm being one of the largest making shirts and neckwear in all Canada.

Further particulars regarding the life and various activities of Mr. Tooke will appear in a subsequent issue of Men's Wear Review.

CLOTHIERS' SECTION R.M.A. CONVENTION

There will be a general convention of the clothiers section of the Retail Merchants' Association the 19th and 20th of February at the offices of the Association, 2 College Street, Toronto.

There will be a number of good speakers from the United States who will give their experiences on live issues of interest to the trade. The question of discount to returned soldiers will be discussed. Methods of getting this desirable business that will be justified for both the soldiers and the merchants will be dealt with.

At the time of writing we have not details of the program but from casual remarks let fall the merchant is in for an interesting and profitable time.

It is the desire of the Association that all retail clothiers, whether members or not, should attend. By writing to Mr. R. J. Fitzpatrick, Yonge St., Toronto, you can secure a programme and other information to your advantage.

BIG DEMAND FOR HANDKERCHIEFS

Retailers Advised to Place Orders Early For Fall Delivery

"This has been the best year ever for handkerchiefs," said a leading merchant to Men's Wear Review the other day. "Christmas trade was exceptionally good and handkerchiefs seemed to find favor with everybody as a suitable gift. We went to a little extra trouble this year in putting the handkerchiefs in half-dozen and dozen lots, marking the prices plainly for each lot and also pointed out that they would be attractively boxed. This idea, together with suggestions from the clerks that the men should buy their friends handkerchiefs, helped very much to make this our best year for handkerchiefs."

The wholesale houses all report increased sales this year, one firm disposing of 2,200 dozen to a merchant over the phone, simply assuring the buyer that these were of good quality and value, which confirms the report that good, saleable lines were hard to obtain this year.

It looks like a bumper year for this line of goods and the retailer will be well advised to place orders early for Fall delivery.

A NOVEL ADVERTISING IDEA

A novel advertising stunt came to my mind the other night at which there were quite a number of men present as well as ladies, and I thought the idea was a good one, so pass it along for the benefit of readers of Men's Wear Review who could use the same thing and thereby cash in on a little extra business and, of course, change the words to suit themselves.

I got a number of telegram blanks and put the first letter of each word on the telegrams, leaving enough space to complete each word, as the contest was to complete the words in a certain length of time and make the best telegram. The letters I put on the telegram were M-A-S-T-E-R B-U-I-L-T, and it took quite a lot of imagination to think out words beginning with these letters to make a sensible message. The contestants were allowed to put any person's name they liked to send it to and had to sign their own name at the end of each message. It created a lot of fun when the time limit was up and the messages read.

Curiosity prompted several of the men, and we might add, women, to ask why I had picked out these particulars letters and I explained that "Master Built" was a line of clothes for men that were not made to order but built, and of which I was agent and if they would call at my store I would be pleased to show them the value of this line of built-to-measure clothes.

I noticed a few days later that quite a number of men from that party had found their way to my store and I was able to ring quite a nice little story out of the cash register.

Here are a few specimens of the telegrams that the editor got through with:—

Make All Strangers Thoroughly Envious. Return Back Unless I'm Lit To-night.

Make Arrangements Sure To Enter Rear Building Under Intense Light To-day, etc.

The reader by underlining the letters at the first of each one of these words will readily see the sense of the message.

I am always on the lookout for new ideas and think this might help your readers some.

Thanking you very kindly for the privilege of being able to read Men's Wear Review, which, by the way, no live merchant should be without.

Yours very truly,

D. A. HUNTER.

A TAILORS' "WHO'S WHO"

THE following article appeared in one of the United States dailies this month: "Thousands of leading Americans from President Wilson down the line through the ranks of railroad executives and other captains of industry to common council men, have been measured and card indexed with infinitely greater care than is bestowed upon foes of society by Bertillon police experts under a new efficiency system adopted during the past year by members of the National Association of Merchant Tailors of America, which is to open its annual convention here on January 28.

"Through the use of dictaphone records, card indexes and other devices, without which no gentleman's tailoring salon to-day is considered complete, it is easy for anyone listed in merchant tailoring "Who's Who" to order his raiment by wire at any distance, and have it delivered at the appointed time without even the formality of a trying-on appointment. This has been made possible through the perfecting of efficiency bureaus. The dictaphone records constitute an embalmed history of each client.

IMAGINATION IN BUSINESS

THERE is a market for everything under the sun. For instance, who would think that there was a market for pigs' toe nails? The packers know there is. They send them to Italy for fertilizing olive trees.

They cut tufts of hair out of cows' ears to make "camel's hair" brushes—it takes about 500 pairs of ears to yield a pound, and they sell for $28.00 per pound.

Hogs' shin bones are polished and sold to manufacturers of tooth brush handles.

Is there a place for imagination in business? These facts answer: "There is a big place and big money for men who have imagination enough to create new products for old markets, or new markets for old products.

CLOTHING MARKET HERE NOT AFFECTED

Reported Surplus Stocks of Cloth in United States Will Have Little Bearing on Prices Here

The report from New York that the manufacturers have 25 per cent. more stock than normal, will not affect the clothing market here, as with the present tariff in force there is practically no importation of cloth from United States into Canada.

DOUBLE-BREASTED COATS FASHION THIS SPRING

The National Association of Clothiers which opened its 23rd Annual Convention on January the 22nd considered after-the-war problems of the American clothing industry, and appointed a committee to go to Washington to consult about the proposed luxury tax which would affect the manufacturers there to a great extent.

It was forecasted that men's coats would be double-breasted for this coming Spring.

OAK HALL OWEN SOUND STORE ROBBED

On the night of Jan. 19th thieves entered the Oak Hall clothing store in Owen Sound and managed to get away with quite a quantity of clothing and furnishings. We are advised that the loss would be in the neighborhood of $100.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Jan. 25.—Lower prices have been reached since last issue on raw cotton, but there seems to be comparatively little buying interest, the trade apparently being content to see what represents the real market.

Business from Central European countries is not yet a big factor and cannot be until some recognized Governments are established. In the meantime producers are content to await the time when prices will again reach a point where it will pay them to sell. Best informed authorities advise against selling at present levels and predict that 35c cotton will be reached—some even state that a 40c to 50c basis will be established.

Reports from England show clearly why cheap cotton goods cannot be expected for 1919 and perhaps not in 1920. Briefly, these can be classed as scarcity of the raw cotton, higher labor costs represented in a 30 per cent. wage increase granted to spinners, and a 40 per cent. increase to weavers, the enormous immediate demand from Allied European countries, and later, that which will come from the Central Powers. Their needs will be met to a large extent by cotton clothing.

No sagging of values on woollens is looked for for many months to come. Government demands on the British mills for civilian cloth are such that the regular channels of trade must expect to remain on more or less of a rationing basis for some few months yet. This will mean that supplies to come through will be priced at high levels, and the 1919 outlook is for a continuance of present or even enhanced values.

Prices of hats have been named on a few lines for Fall, and in each instance these show a higher scale of quotations than previously ruling. New figures show advances of from $2 to $9 per dozen, and there is no indication that supplies which will be available will be much improved.

Business during January has been seasonably quiet, stock-taking being in full progress and plans perfected to take care of Spring business. Orders are expected to start moving early next month, and trade views outlook with decided optimism.

WOOL

Uncertainty Giving Way to Confidence in 1919 Outlook—United States Markets Show a Much More Optimistic Tone

WOOL.—There is really little new to report in the situation on wool or woollen goods from that given out in last month's report. Apart from the American markets, where there appears to be some uncertainty over holdings that Government now has, the markets seem to be very firm and the trade as a whole in a very healthy condition.

That conditions in the United States seem to be showing marked improvement, however, is indicated by a late report which reads as follows: "The raw wool market is more optimistic at the close of this week than for some time, due to the better tone of the wool auctions in Boston. During the week assurances came from several sources that the American minimum prices were frankly modeled upon the British issue prices on wool for civilian use. It is the understanding that an effort will be made to maintain a proper balance between the markets on each side of the Atlantic. The wool trade seems to have confidence in the stability of the British basis. It is said on good authority that when the British auctions are revived in April, a minimum price basis will be set not very much below the present issue prices.

The two unrestricted wool markets which draw most interest at present are South Africa and South America. The action of those markets and of the new domestic clip will be important side influences in determining whether the Government auctions may proceed without interruption. Importers are of the belief that South American and South African wools will be available at a landed cost just a shade below the auction level. If they advance interest is likely to fall off, while on the other hand, it seems unlikely that any marked decline will develop.

"Dearth of orders for woollen goods is holding back development of the raw material market. The speculative spirit is at low ebb in all quarters.

"Dealers are averse to buying wools at the Government auctions, and so far manufacturers have been the sole participants. Dealers feel that the prices are the highest which the market will see for some time, and, therefore, a purchase for any other purpose than direct use is unattractive. Some dealers have, however, been buying in South America. It may be that dealers will become the chief importers for the time being."

It is significant that at the recent auction sales of wool and worsteds in New York the prices obtained were very close to the previously fixed prices, and in some cases above them.

It is undoubtedly true that there will be found to be quite a disposition on the part of wholesalers, retailers and merchant tailors to concentrate their efforts upon the disposal of present stocks of worsteds and woollens before placing further orders. It is not that they anticipate any immediate reduction in manufacturers' prices, but there is naturally a degree of uncertainty obtaining, and they feel that caution is the safer course to pursue. Importers, however, are discovering that manufacturers in Great Britain are not at all disposed to accept lower prices for at least some time to come, and those who have placed import orders for next Fall's trade have been notified that "repeats" can only be accepted at higher prices than obtained when the original orders were placed.

There, perhaps, is in brief the situation as it applies to wool and woollen goods. No wholesaler can find fault with a retailer who exercises caution as long as he buys sufficiently well to meet the requirements of his trade. As a whole, stocks in retailers' hands are comparatively light, and the trade may be considered on a sound basis. That is as it should be, for it is on this sound foundation that future business is to be built and there seems to be every reason to believe that when 1919 figures are tabulated, the results will be entirely satisfactory. Sales will be big and the goods bought will be paid for—a good healthy outlook is visible for the factors in all phases of merchandising, manufacturers, wholesalers and retailers.

With regard to prices there seems to be no indication of any recession in values. Yardage woollens to come from Great Britain represent an accumulation of orders extending as far back as twelve to eighteen months, and the most of these orders were placed at open prices subject to confirmation at date of shipment. There is no indication that shipments from Great Britain will be made at any lower levels.

Now there comes the need of deciding the 1919 buying policy, and the opinion on the part of wholesalers and retailers — moreover, the opinion which many manufacturers seem to feel is that of the wise merchant—is this: That the business for Fall and Winter, 1919, should be estimated. The stock on hand should be ascertained, then the difference between the stock on hand and the retail business which it is expected to do, should be figured.

This gives the retailer knowledge of what he will require and he should cover a large percentage of that as a placing order.

HATS AND CAPS

Prices in Some Lines For Fall Showing Advances—Early Movement to the Trade—No Signs of Cheaper Hats For Many Months

HATS AND CAPS.—Already there are some prices out for hats for Fall and these show advances over figures which have been ruling. One line of silk velours which have been quoted at $71.50 per dozen are up $2.00, to $73.50. A much bigger advance in Winter velours is shown, one line which has been selling at $55.00 going up to $64.00 per dozen, and another moving up from $72.00 to $81.00 per dozen, an advance in each instance of $9.00. The full range of samples is not yet available but if the foregoing are any criterion, and it seems safe to believe they are, hat prices during 1919 will not show any recessions in value.

A report issued about a month ago by the National Association of Fur and Wool Felt Hat Manufacturers of New York City may be of interest to the trade in showing the situation on hatters' fur and what may be expected. A little later report indicates that "to all appearances prices will be higher" and indicates that "fur which has been coming is of little use." The original report in part follows:—

"At a time like the present when there seems to be so much uncertainty in the minds of the merchants of the country regarding the probable course of prices, it is felt that a statement by the members of this association on the subject, based on the conclusions which they have reached after a careful investigation of the conditions surrounding the industry, might be of value.

"The most important item is, undoubtedly, raw material, practically none of which is produced in this country, and must of necessity be imported, making the shipping situation a factor of vital importance.

"At the moment, embargoes are in force on the largest sources of supply of hatters' fur, and there seems no prospect of their early removal. Even when they are withdrawn, many months must elapse after the actual shipment of the skins before the fur can be brought to this country and prepared for the use of the hat manufacturers. Consequently, it is our opinion that so far as materials are concerned, there is no possibility of a reduction in price for many months to come, it being a fact that the present price of hats is not commensurate with the cost of all materials of manufacture.

"The reduced supply and high cost of labor has an important bearing on the situation. This condition has been caused by the enlistment and draft of a large number of the employees of the industry into the Government service. Many others have gone into more essential employment, and no rapid improvement can be anticipated. Undoubtedly, an indefinite time will elapse before the labor supply of the hat industry again becomes normal. On account of this shortage of manpower, the hat manufacturer is unable to execute orders on short notice, and it is now, more than ever before, important that orders for Fall requirements should be placed as far in advance as possible. This will be quite as much to the advantage of the retailer and jobber as the manufacturer, both from the standpoint of deliveries and quality."

Spring orders are in some instances being shipped and in another couple of weeks jobbers will be busy taking care of Spring bookings. It is indicated that orders taken for Italian hats prior to the time when the stop-order on more business was issued will be filled and jobbers hope to have a range of hats for the Fall trade from this source.

CLOTHING

Spring Orders Already Moving to Trade — No Indications of Any Immediate Lowering of Values—Outlook Good

CLOTHING.—Already the movement of ready-made clothing to the trade has started and manu-

(Continued on page 56)

COLLARS & SHIRTS

COLLARS

Greatest Showing in Soft Collars During Past Month —Prices Firmly Held on All Lines— Trade Prospects Bright

COLLARS.—The month of January is usually a comparatively quiet month as regards sales and many interests have devoted their time to promoting an even greater interest in soft collars than has been shown before. The stimulus given to the trade on soft collars during the past few months has been almost wonderful and it is felt that the demands from returned soldiers will run along the soft collar channel to a great extent. Prices have been firmly maintained and a very good range of styles will, it is indicated, be available for the trade. Bookings for Spring have been good and manufacturers are looking for repeat business in splendid volume as things open up.

There have been no new developments recorded in respect to cleanable collars. Along with other lines, January business has not been heavy, but the outlook is considered very bright. Indications point to a maintenance at least of present prices, and some factors are looking for even a higher scale of quotations. Spring orders will be moving forward very shortly.

The starched collar is pursuing its natural course. Sales have been good and the outlook is one which holds out a promising Spring trade. Quotations are unchanged and very firmly held.

SHIRTS

Activity Just at Moment Not Brisk—Big Business Looked For - Another Couple of Weeks Will See Orders Moving Forward

SHIRTS.—As far as the actual movement of shirts is concerned, the last month has not been exceptionally brisk but this is a seasonable condition. Manufacturers have been working at top speed completing Spring orders and getting things lined up for Fall business. Reports are most encouraging as regards the volume of orders which have been received for Spring, and another two or three weeks will see these going forward to the trade.

No new prices nor samples are yet available for Fall, but reports seem to point to maintained or even enhanced values. In fact, it is freely estimated that Fall prices on shirts will show an advance of anywheres from 10 to 25 per cent. It is further pointed out that supplies of shirtings will not be any too plentiful. Military requirements will be less but civilian requirements will show an enormous increase and when conditions become a little more stabilized in Europe, the demands for cotton will unquestionably be very heavy.

COTTONS

Factors Which It Appears Will Contribute to Maintenance of High Prices Outlined—Sales of Cotton at Recent Declines Not Advocated

COTTON.—Under date of December 17, a large cotton manufacturer of Manchester, England, sent out a letter to Canadian clients containing 7 points, which they feel will be contributing factors in all least a maintenance of present prices for a year or two. They are enumerated here, and as these interests are rated as ones very closely in touch with market conditions, their opinions are not without weight. They state that it is necessary to remember that:—

1. The supplies of raw cotton in this country are totally inadequate to the demand.
2. They cannot be increased until large numbers of ships are released to carry the material.
3. The yardage of cotton goods exported from this country has steadily declined during the war and is infinitely below the pre-war standard.
4. As a consequence of No. 3 there are many countries whose supplies of cotton goods have gone to a vanishing point. As soon as shipping is released and cotton control is withdrawn, they must have goods from somewhere.
5. The cotton mills or dye works of France or Belgium are either in ruins or without machinery, and cannot probably be put in operation for a year or two. Their population must have cotton goods—they could supply some of their own wants in pre-war times—they will have to turn to us for them now.
6. The Central Empires have probably no cotton at all and have obtained none for 4½ years. They have been using paper, wood-pulp and other substitutes.

Now that peace is practically settled, they will want large quantities of raw material. The Central Empires, with Bulgaria and Turkey, represent nearly 180,000,000 of people, who will have to be clothed largely in cotton goods.

7. Finally, the spinning operatives in Lancashire are now out on strike. Before they go in they will obtain an advance of at least 50 per cent., and the weavers have already had 40 per cent. granted to them which will come into operation this month.

In regard to the seventh point, the spinners have come to an agreement on the subject of salary, the increase granted amounting to 30 per cent., which it can be well understood is no small item in cost of the manufactured goods.

In the last ten days or two weeks the markets in the United States on raw cotton have shown steady declines, in fact, since December 26 prices are down from 4½c to 5c with apparently very little buying interest noticeable. Speaking of conditions, a New York interest is reported as saying: "The uncertainty accompanying the readjustment of industry to a peace basis operates against any broadening of the demand for cotton but on the other hand, it is doubtful if the planter can more than pay expenses if he accepts prevailing prices for his product. Great uncertainty attends the future course of prices, but the market is in a strong position from a technical standpoint, and we cannot advise the sale of cotton at prevailing prices."

How Southern interests view the situation is conveyed in a report emanating from interests in Georgia. They say: "Spot situation remains very strong in this section. Buyers from Carolinas canvassing this territory to buy goods, but nothing offering under 30c for good middling at interior points and but little at this price. No indication yet of spot holders giving way."

Southern interests see 35c cotton at least, and it is not so long ago a congressman from Alabama presented figures which show a possible shortage of 6,000,000 bales, with prices reaching from 40c to 50c by the first of May, 1919.

Indications are that there are lots of lines still very scarce, and that it will be some months before the mills are caught up with orders. Shipment of Spring orders will commence very shortly and volume of business to be handled represents a very satisfactory total. Business has been quiet until the last couple of weeks, but inquiries being made would indicate that trading will soon be brisk.

A DEPOSIT IS BINDING

HAVE your customer understand this before he leaves the store. It will save your store from making enemies through a misunderstanding on the part of your customer: sometimes your customer fails to understand that a deposit amounts to a contract on his part to take the goods.

"Can you hold this for me?" asks the customer.

"Yes, if you will make a deposit of $——," says the salesman, naming an amount.

That is all there is to the conversation in too many instances. The salesman presumes that his customer, when the deposit is made, knows that he is entering into a contract, but that is often not the case. In a great many instances the customers return and announce that they have changed their minds and would like the money back.

It's right here the argument starts, and if the merchant holds out for the deposit it's ten chances to one that it's the last time that particular person will enter his store. On the other hand, if he says, "Certainly; only too glad to," it establishes a bad custom and the customer, although saved for future sales, would get the idea that holding goods on a deposit was just one way they could save themselves loss and trouble and that after all they don't owe the merchant an apology, things would go from bad to worse till finally the system would have to be discarded as useless.

It is much better to have a clear understanding at the first by making sure your customer knows he is entering into an agreement to buy the article he paid the deposit on, thereby keeping your customer and making a definite sale.

SUSPENDER WEBBING

Changes in Method of Marketing

MEN'S WEAR REVIEW learns from reliable sources that the selling of webbing has undergone some radical changes. The manufacturers, instead of carrying large stocks of webbing already made up, are now making to order.

The prospective purchaser is shown samples of the regular lines and his order made up for immediate delivery, which relieves the manufacture of loss through depreciation of goods kept in stock for any length of time.

The policy that the manufacturers have now adopted will tend to keep prices firm, as the business will be from the hand-to-mouth variety and, therefore, no jobs at lower prices will find their way to the market to bring the prices down.

The manufacturers express the opinion that the present prices on the finished product will remain firm as there is little chance of webbing coming down. Labor, notwithstanding the number of girls released from munition work, will be if anything higher, and the girls refuse to work for less than $8 a week, the average wage usually paid for this class of work, and having accumulated a certain reserve, can remain idle for considerable time, thereby forcing the manufacturer to meet their demands. This is the situation as it appears to-day to MEN'S WEAR REVIEW, and from the information supplied there seems little likelihood of the price of suspenders declining during the year 1919.

Samples of new designs for Spring and Easter deliveries being shown by Tooke Bros.

NECKWEAR

NECKWEAR NEWS

Both Merchants and Wholesale Houses Predict Splendid Year for Neckwear

A NUMBER of retailers stated to Men's Wear Review that they had not bought so heavily for Christmas business this year as last, as they wished to reduce their stock of older styles and patterns while the prices were high. This method was successful in reducing the stocks and the retailer will now be open for new goods, which is good business for both sides. We are advised that silks for neckwear have advanced from 3 to 5 shillings higher than prices prevailing last Fall and from all accounts they will not come down before another season.

The mills in Italy are as yet turning out very small stocks, and it will be some time before they are re-organized sufficiently to take care of export business to any extent.

One large manufacturer, thinking that there would be a tumble in prices, had their order cancelled but upon further enquiry was forced to confirm his original order at a 3-shilling advance.

The Christmas trade was generally very good; in some instances, however, the merchant sold fewer customers but made a greater profit on account of the prevailing high prices.

NECKWEAR

Question of Securing Supplies Still Presents Knotty Problem to Manufacturer—High Prices to Rule For 1919 *Business*

NECKWEAR.—There is no question of doubt about the amount of business that has been placed and is being placed on neckwear. There is, however, some question as to how the demands of the trade are to be met. It may be said that the manufacturers generally in the last year or two have managed to take care of most of the business offering and whereas their worries in securing the materials will not be much, if any, less, it is hoped that the coming season will find them on top with the goods as needed.

There is no indication that supplies are easier to get and there is no tendency towards lower prices. Some manufacturers indicate that the day of the cheap tie is not yet, if it ever comes back—and that prices for Spring are at a scale appreciably higher than those named for last Fall.

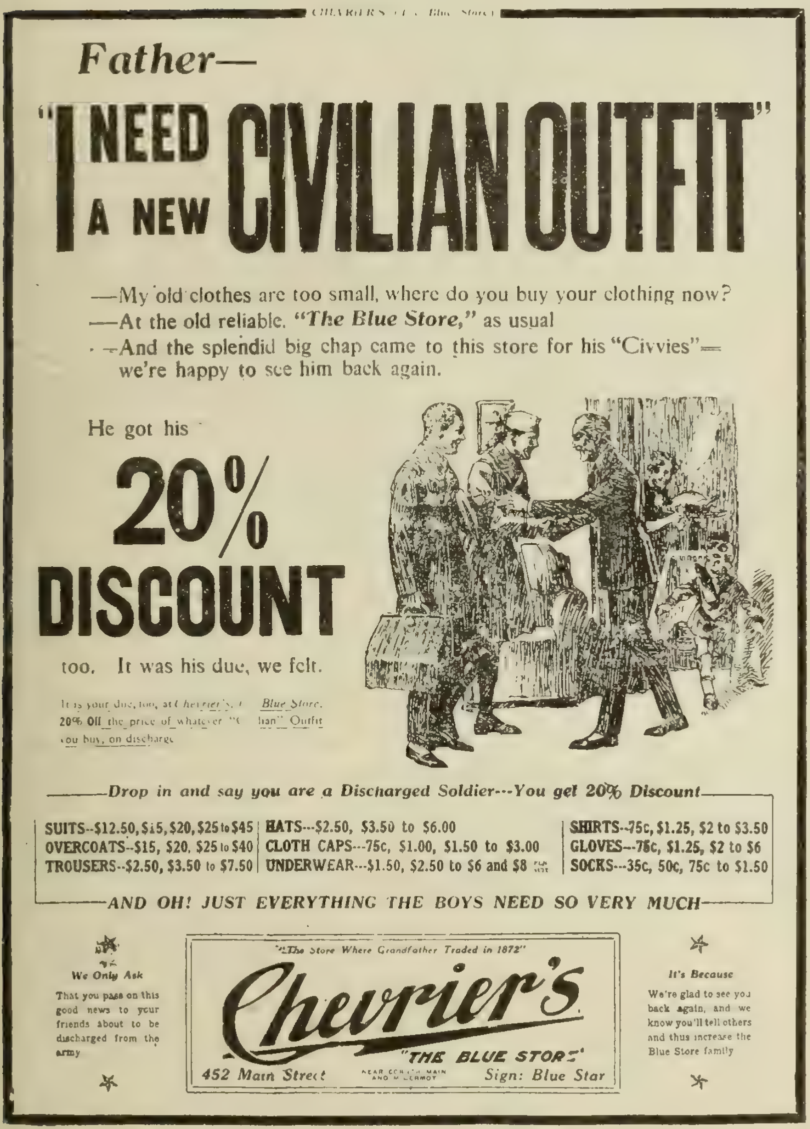
The amount of business already in hand is good and that neckwear sales will be heavy during 1919 is the consensus of opinion throughout the trade, manufacturer, jobber and retailer.

A sample of all over satin neckwear being shown by Wm. Milne for Spring and Fall deliveries.

COATICOOK WOOLLEN MILLS CHANGES OWNERSHIP

Walter Blue & Co., clothing manufacturers, Sherbrooke, Quebec, have purchased the Coaticook Woollen Mills, of Coaticook, Que., and will develop the business of manufacturing woollens, etc., for their clothing trade. This will give them control of an important source of raw material.

Helpful Suggestions For Your Retail Advertising



CHEVRIER'S (The Blue Store)

Father—

"I NEED A NEW CIVILIAN OUTFIT"

—My old clothes are too small, where do you buy your clothing now?
—At the old reliable, ***"The Blue Store,"*** as usual
—And the splendid big chap came to this store for his "Civvies"—we're happy to see him back again.

He got his

20% DISCOUNT

too. It was his due, we felt.

It is your due, too, at Chevrier's, the Blue Store. 20% Off the price of whatever "Civilian" Outfit you buy, on discharge.

—Drop in and say you are a Discharged Soldier---You get 20% Discount—

SUITS--$12.50, $15, $20, $25 to $45
OVERCOATS--$15, $20, $25 to $40
TROUSERS--$2.50, $3.50 to $7.50

HATS---$2.50, $3.50 to $6.00
CLOTH CAPS---75c, $1.00, $1.50 to $3.00
UNDERWEAR---$1.50, $2.50 to $6 and $8 per suit

SHIRTS--75c, $1.25, $2 to $3.50
GLOVES---75c, $1.25, $2 to $6
SOCKS---35c, 50c, 75c to $1.50

—AND OH! JUST EVERYTHING THE BOYS NEED SO VERY MUCH—

We Only Ask

That you pass on this good news to your friends about to be discharged from the army

"The Store Where Grandfather Traded in 1872"

Chevrier's

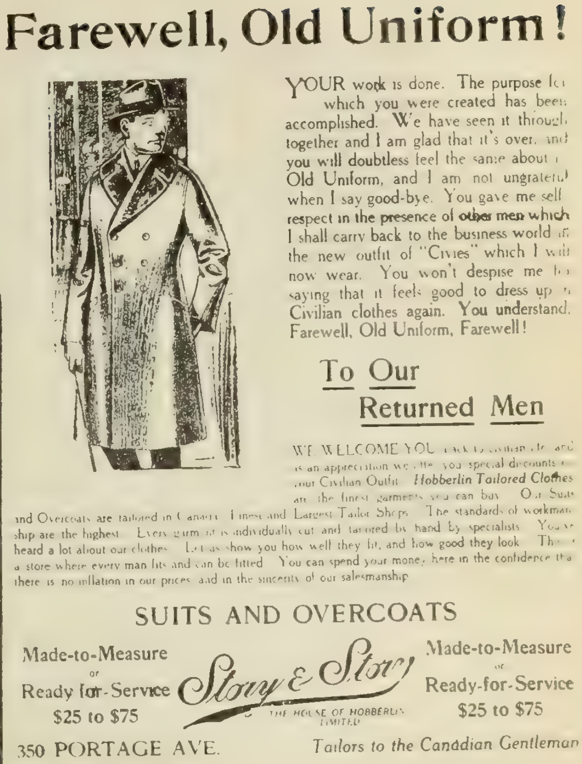
"THE BLUE STORE"

452 Main Street NEAR CORNER MAIN AND McDERMOT *Sign: Blue Star*

It's Because

We're glad to see you back again, and we know you'll tell others and thus increase the Blue Store family

How Some of the Merchants Get After the Returned Soldier For Their Share of This Business



Farewell, Old Uniform!

YOUR work is done. The purpose for which you were created has been accomplished. We have seen it through together and I am glad that it's over, and you will doubtless feel the same about it, Old Uniform, and I am not ungrateful when I say good-bye. You gave me self respect in the presence of other men which I shall carry back to the business world in the new outfit of "Civies" which I will now wear. You won't despise me for saying that it feels good to dress up in Civilian clothes again. You understand. Farewell, Old Uniform, Farewell!

To Our Returned Men

WE WELCOME YOU back to civilian life and as an appreciation we offer you special discounts on your Civilian Outfit. *Hobberlin Tailored Clothes* are the finest garments you can buy. Our Suits and Overcoats are tailored in Canada's Finest and Largest Tailor Shops. The standards of workmanship are the highest. Every garment is individually cut and tailored by hand by specialists. You've heard a lot about our clothes. Let us show you how well they fit, and how good they look. This is a store where every man fits and can be fitted. You can spend your money here in the confidence that there is no inflation in our prices and in the sincerity of our salesmanship.

SUITS AND OVERCOATS

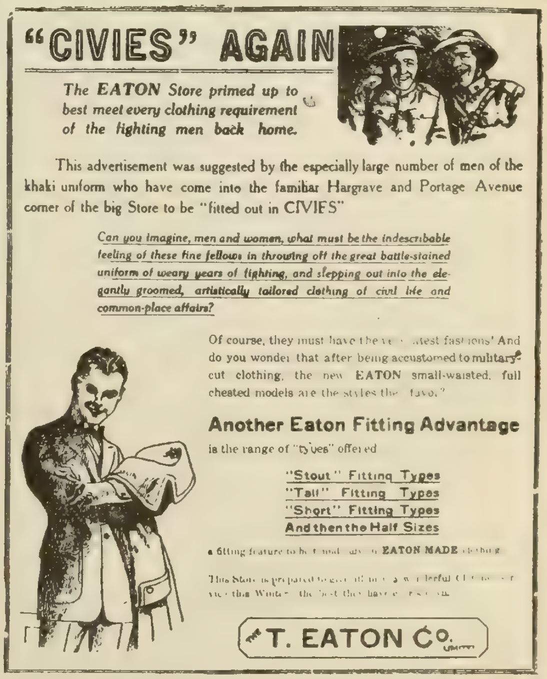
Made-to-Measure
or
Ready-for-Service
$25 to $75

Story & Story
THE HOUSE OF HOBBERLIN LIMITED

Made-to-Measure
or
Ready-for-Service
$25 to $75

350 PORTAGE AVE.

Tailors to the Canadian Gentleman



"CIVIES" AGAIN

The EATON Store primed up to best meet every clothing requirement of the fighting men back home.

This advertisement was suggested by the especially large number of men of the khaki uniform who have come into the familiar Hargrave and Portage Avenue corner of the big Store to be "fitted out in CIVIES"

Can you imagine, men and women, what must be the indescribable feeling of these fine fellows in throwing off the great battle-stained uniform of weary years of fighting, and stepping out into the elegantly groomed, artistically tailored clothing of civil life and common-place affairs?

Of course, they must have the very latest fashions! And do you wonder that after being accustomed to military-cut clothing, the new **EATON** small-waisted, full chested models are the styles they favor?

Another Eaton Fitting Advantage

is the range of "types" offered

"Stout" Fitting Types
"Tall" Fitting Types
"Short" Fitting Types
And then the Half Sizes

a fitting feature to be found only in **EATON MADE** clothing

This Store is prepared to give all [illegible] wonderful [illegible] this Winter — the best they have [illegible]

THE T. EATON CO. LIMITED

THE MARKET REPORTS

(Continued from page 51)

facturers are keen on getting orders completed on time. The next couple of months will see the bulk of Spring orders completed and already plans for Fall business are reported to be well under way.

Cable advices from Bradford state that the demand for wool for civilian trade is increasing. There is no lowering of prices. All prices would go higher if left to seek their natural levels. There, briefly, is the situation in Great Britain and in view of these conditions it does not appear that 1919 holds out much promise of lower values. Buyers returned from the Old Country report that it is as yet no easier to secure deliveries. The mills are working on Government contracts for civilian cloth and will not be in a position to undertake a keen selling policy for their export trade.

Orders now in the hands of the mills in Great Britain are heavy, representing as they do an accumulation of business extending back twelve to eighteen months. There is no indication that these will be completed for some months and until a new buying basis is possible at lower levels, there can be no recession from the present scale of prices on cloth and clothing.

There is every indication that business will be good. The increase in the number of customers who will be coming back during the next few months presents opportunities to the merchants for sales which many are already keenly developing. Buyers who have been holding off in anticipation of sharp breaks in prices are coming to a realization that these are not coming and as this idea gains in strength and confidence in values is restored in the mind of the consumer, the word activity will be heard from all branches of trade.

WHO BENEFITS?

Who gets the advantage of the opening of the new Bloor St. Viaduct, Toronto? This is a question that time will decide. The retail merchants, both on south Yonge and Danforth and Broadview, watch the surging crowds of traffic for the answer. No doubt the fast cross-cut links up Danforth with Yonge St.—and it also puts Rosedale in the Danforth territory. However, better roads and better car service will ultimately work out for the improvement of all the districts touched.

GLOVE COMPANY HAS AN "AT HOME"

Employees of the Brampton Glove Co. held an "At Home" in the town hall on December 23, 1918. After Mr. Chantler had expressed his thanks to the Red Cross ladies and to the employees for the good work in completing a rush order for the Government and when presentations had been made to several members of the staff, refreshments were served and the party continued on early into the morning. Over 90 persons attended and one and all expressed themselves as having had an enjoyable time.

The Goodwin & Ross clothing business of Welland, Ont., has been sold to the W. E. Stanford Mfg. Co., of Hamilton, and will in future be known as Oak Hall, the tenth store of its kind in Ontario. The Oak Hall chain stores were established 35 years ago and have made a reputation in every city where they are located that is a credit to them.

MAKES MOST OF OPPORTUNITIES ANYWAY

The writer heard of a case the other day where a dealer was practically forced (as dealers frequently are) to use advertising space in the programme of a local institution, even though he was strongly of the opinion that it had very little value as an advertising medium. Accordingly, he gave very little attention to the preparation of the ad. in it, and as a result it was a crude affair, not even containing his address, although he is one of many dealers in his line in a large city.

This dealer certainly was not trying to make the most of his opportunities. Even though such programmes are, as a rule, worth very little from an advertising standpoint, and the money expended in them mostly considered as a donation by dealers, there is absolutely no excuse for such a lack of effort to really make it return something. There is always a certain advertising value, even though it may be small, and a poor ad. certainly cannot be expected to draw results.

Many dealers and salesmen are inclined this way--unless they can do something big they will not bother with the small things. It is a wrong spirit. Aim for the big things, but if they are unattainable do not pass up the smaller ones that may be had in the passing. The man who goes fishing has visions of catching a monster specimen of the finny tribe, but he does not spurn the smaller ones that he gets on his line. Neither should the dealer or salesman look with scorn on the smaller things. Let him make the most of even these lesser opportunities.

GAINING CONFIDENCE OF THE EMPLOYEES

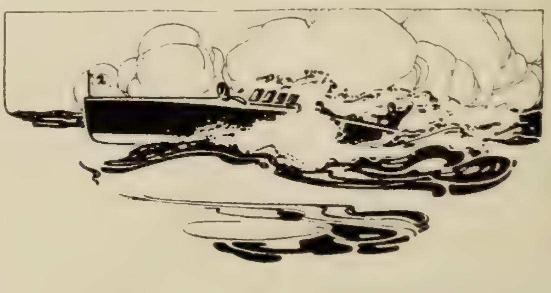
One of the greatest essentials for a clerk in order that he may attain best results, is confidence in the man he works for. Unless he feels confidence in his employer, and believes that he will treat him fairly, an employee will not give the best that is in him. Somehow, an employee who doesn't believe in his employer is almost certain to be more or less indifferent toward a customer.

"The best way to gain confidence of employees," says a large employer, "is to place confidence in them. I believe in allowing those who are under me to work out their problems in their own way."

This man gives an instance. The head of a department came to him and asked what he would do about an urgent matter involving considerable expense. He simply smiled at him and inquired:

"What am I paying you for?"

The employee understood, and settled the affair himself. Naturally, he was stronger in power of initiative for having done so. It makes an employee a better man to place responsibility upon him. The big employers of help realize this and cash in on it. The smaller dealer should do the same.



Milne's Neckwear News for February

Crepe Failles
will be
Trade Winners

Now is the time to buy. The selection is at its best, and the prices lower than may have to be asked later.

Inspect also our offerings in other materials. We have what you want for your big Spring drive.

Brighten up for the Returned Men.

Our salesmen are now out with some wonderful ranges in this popular material.

WILLIAM MILNE

50 York Street Toronto

New lines continually arriving.
Always inspect the MILNE offerings.

CONTRACTOR
TO H.M. THE KING

WOLFE'S
CAPS
BRITISH
MADE

Manufactured by

A. HARRY WOLFE

TORONTO
QUEBEC

MONTREAL

NEW YORK
VANCOUVER

Expressly for Gentlemen

W-S
S

All Patriotic
CLOTHING DEALERS
Should Sell THRIFT Stamps

SELL Thrift Stamps, not because there is any immediate profit for you in such sales, but because the Dominion of Canada needs your patriotic co-operation in its plans to ensure Prosperity.

If the smaller savings of the people can be made available to finance Government expenditure, then the larger public investments will be free for industrial securities, thus promoting general Prosperity, in which every storekeeper is vitally interested.

Get your customers to take a Thrift Stamp in place of 25c change whenever you possibly can. Display your sign. Explain that Thrift Stamps are a means to acquire War-Savings Stamps, and people should strive to fill their Thrift Cards as quickly as possible.

The Dale Wax Figure Co., Limited

Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom, Soft Bosom, and Rattanae Shirts. Mounted on highly polished metal base, any finish, extension shoulders.

Canada's leading manufacturers of wax figures, display forms and window display fixtures of all kinds.

Our men's and boys' coat forms are built on the latest approved lines—the most perfect form on the market.

Dale Wax Figure Co., Limited
TORONTO

Write for particulars before ordering elsewhere.

Mr. Merchant—

How is your stock? Safety demands that it be reduced to a minimum before prices begin to recede.

THE SUCCESSFUL RETAILER

Will only carry until prices adjust themselves, a small stock of up-to-date merchandise and turn this over three or four times a year.

YOUR STOCK

Can be reduced and cleaned up and your store systemized so that you obtain for the future profits in cash instead of accumulated odds and ends of lines of stock in the store.

Consult

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
P.O. BOX 634, - TORONTO, ONTARIO

All Sales Conducted Personally

We Specialize in

Railroad and Iron Workers Gloves

(Union Made)

Our Horsehide, one-finger **Railroad Gauntlet at $12.00** and our **Back Seam Horsehide Palm Gauntlet at $13.00** cannot be equalled anywhere.

Write for Samples and Prices

Montreal Glove & Mitten Works
12 Bernard Street - Montreal

SERVICE

The ideal of every up-to-date merchant.

"Progress Brand" Clothes Made-to-Measure System. Specializes in "Service." "Up to the minute" styles, Superior Tailoring, Quick Delivery, Minimum Prices.

Write us for particulars.

H. Vineberg & Co., Limited
1202 St. Lawrence Boulevard, Montreal
Makers of
"PROGRESS BRAND" CLOTHES
MADE-TO-MEASURE DEPARTMENT

Send for a sample dozen of "Avon Knit" Brand Scotch Knit Gloves

Get acquainted with the big values in this guaranteed line. Get your customers acquainted with them and your glove department will show bigger returns.

Our ability to maintain the high standard of quality established by these Scotch Knit Gloves is well demonstrated in our new assortments now ready for your inspection.

Remember—We stand behind the "Avon Knit" Brand. It's a guarantee of pleased customers and sizeable glove profits.

The Avon Hosiery Limited

Stratford, Ontario

FALL, 1919

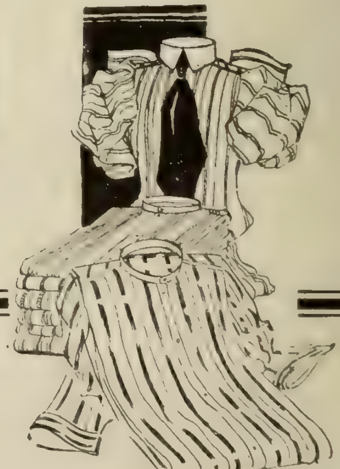
Dufferin Shirts, Pyjamas, Nightgowns, Dressing Gowns, House Coats, Bath Robes, etc., are now being shown by our travellers, also complete range of Outing Shirts, Pyjamas, Nightgowns for Spring and Summer of

1919

Early ordering will secure timely deliveries

The Dufferin Shirt Co., Limited

914-916 Dufferin Street
TORONTO



PLAY SAFE

Give your customers the best garments at lowest prices.

A "Progress Brand" Made-to-Measure System will enable you to give your customers latest styles, skilled workmanship, prompt delivery, at prices meeting all competition.

WRITE TO-DAY TO

H. VINEBERG & CO.
LIMITED
1202 St. Lawrence Boulevard MONTREAL

Makers of "Progress Brand" Clothes.
Made-to-Measure Department.

Show Cards

Charles Studio
31 RICHMOND E. TORONTO

Turnbulls' UNDERWEAR

Turnbull's
PERFECT FITTING

TURNBULL'S
UNSHRINKABLE
NATURAL WOOL

RIBBED
PEOPLE LIKE IT

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL
FULL FASHIONED

PLAIN
YOU SHOULD HANDLE IT

Manufactured only by
The C. TURNBULL COMPANY of GALT Limited

THE PIONEER HOUSE OF CANADA

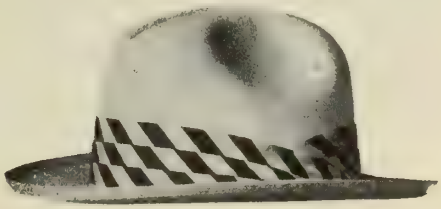
Established in 1852

HIS MAJESTY GEORGE V.

As popular as His Majesty
are

MONARCH HATS

---a Famous Name of a Famous Line.



No. 81761

PANAMA HATS

AND STRAW HATS

We carry a quality line
with a selling value.
Make sure you see them.

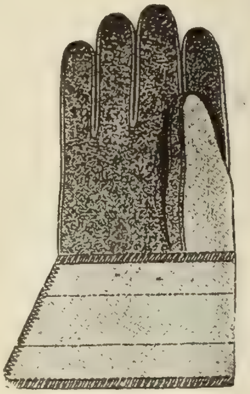
L. Gnaedinger Son & Co.
St. Peter Street, Montreal

COMING!

Canada's big Industrial Boom and a bigger demand for TAPATCO Gloves

TAPATCO
REGISTERED BRAND TRADE MARK

The pessimists are being discredited. Canada is going to experience a big era of industrial activity—everything points that way.

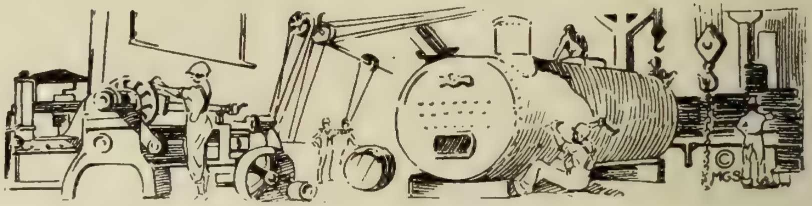


With it will naturally come an increased call for well-made, comfortable working gloves like **TAPATCOS.**

Aggressive dealers will prepare for this by laying in a good stock of **TAPATCO GLOVES.** Note the wide variety—Gauntlet, Knit Wrist and Band Top Styles in heavy, medium and light weights. Leather Tips, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford—something for every man.

Insist that your jobber furnish only TAPATCO Brand.

The American Pad & Textile Co.
CHATHAM, ONTARIO



Let us quote You on Working Shirts and Working Gloves

We believe you will find in the "A.R.C." assortment everything you require in the way of quality goods at the right price.

The fact that we tan our own leather in our own well-equipped factory makes it possible for us to offer you unusually advantageous buying prices.

Which, in conjunction with the well established reputation (extending over a period of 67 years) of "A.R.C." Brand Working Shirts and Gloves, will make for quicker sales and better profits as well.

Ask us to quote you on your next order.

ARC
BRAND
ESTABLISHED 1852
Our Trade Mark

A. R. Clarke & Co., Limited - Toronto

Manufacturers—Gloves, Mitts, Moccasins, Shirts, Sheep Lined and Mackinaw Clothing

We Never Lost Our Courage During the War --- Shall It Now Be Said of Us That We Are Afraid of Peace?

You men's wear merchants who so successfully overcame the hardships caused through your best customers leaving the country, have a glorious future ahead of you.

Face It With Courage and Reap the Benefit

Your customers are now coming back. Their return means an increased clientele for men's wear dealers. Readjustment to peace conditions must bring an unparalleled prosperity to the men's wear stores.

Miller-Made Clothing specialties claim a place in Canada's future and their claim is based on three great essentials — *Style, Value, Quality.* These lines can be bought with confidence.

Miller Made

White Duck Pants, Khaki Pants, Duck Clothing, Flannel Pants, Tweed Pants, Lustre Coats, Boy Scout Uniform and Equipment, Palm Beach Clothing, Khaki Worsted Clothes.

Miller Values Are Exceptionally Attractive To-day

The Miller Mfg. Co., Limited

Makers of the Famous Miller Breeches

44 York Street Toronto

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

Made-to-Measure Service

Are you interested in conducting a profitable Made-to-Measure Tailoring Department?

We offer you a real live proposition in Art-Clothes Made-to-Measure Service—just the right idea to connect you with the trade of the men who are donning civilian garb again.

These men will be particular about the fit of their clothes and you can satisfy them with Art-Clothes Made-to-Measure Service.

Quick action is necessary if you wish to secure this exclusive agency. *Write to-day.*

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.

The Best Wearing Hose for the price on the market. Comes in Lisle and Mercerized lines.

CAULFEILD, BURNS & GIBSON, LIMITED, Canadian Selling Agents

HAVE OUR TRAVELLER SHOW YOU OUR FALL ASSORTMENT
OF C. B. & G. BRAND HOUSE COATS AND DRESSING GOWNS.

CAULFEILD, BURNS & GIBSON, Limited 60-62 Front St. W. Toronto

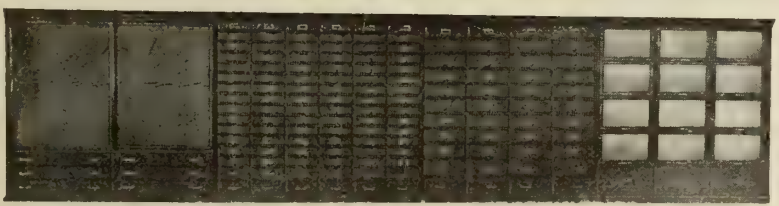
---

Finding What You Want

If you don't find what you want in the advertising pages, write

INQUIRIES DEPARTMENT
MEN'S WEAR REVIEW
143-153 University Ave.,
Toronto

WALL CASES WORTH WHILE



This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

The Walker Bin & Store Fixture Company
KITCHENER - ONTARIO

NOW IN STOCK

The high prices for suits hace increased the sale of separate

PANTS

Eastern pants are well have increased the sale popular-priced materials; they're the best in the trade and priced to meet the popular demand.

Our Boys' and Young Men's Suits in snappy styles are sure to prove excellent sellers.

Send for samples—Write to-day

EASTERN PANTS MANUFACTURING CO.
324 NOTRE DAME ST. WEST MONTREAL, QUE.
Makers of
MEN'S, YOUTHS' AND BOYS' PANTS AND BOYS' SUITS.

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

MANUFACTURERS

I am opening an office in Toronto, August 1st, to handle lines on commission for the city. Can handle men's underwear, hosiery, gloves, sweater coats, raincoats, clothing.

Splendid knowledge of above and best of references. Only first-class lines wanted.

Apply Box 551, Men's Wear Review, 143-153 University Avenue, Toronto.

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

FOR SALE—DRY GOODS, MEN'S FURNISHINGS AND FOOTWEAR business in North-western Ontario town, about 900 population. A live, all cash business. Clean, staple stock, about $6,000. Brick store, six nice living rooms above. All furnace heated and electric lighted The best business location in town. Will sell or rent property. If interested, apply Box 29, Men's Wear Review, 143-153 University Ave., Toronto.

WANTED—EXCLUSIVE AGENCY ON COMMISSION BASIS FOR the Province of British Columbia. Reply, Box 234, Men's Wear Review, 143-153 University Ave., Toronto.

ENGLAND—WANTED BUYING AGENCIES IN THE FURNISHING, drapery trade. Best markets known. A keen buyer. R. F. Ashworth, Bromley Road, W.B., Nottingham.

ENGLAND—WANTED TO INTRODUCE AMERICAN COTTON goods into British markets or any other manufactures. Good connection. R. F. Ashworth, Bromley Road, W.B., Nottingham.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

CARRY THE GUARANTEE OF QUALITY

We do more than give you the best made and most complete line of Waterproof Raincoats in Canada. We give you a line that we, and you, can guarantee to be absolutely waterproof.

No apologies or excuses need ever be made for "Dominion Raynsters."

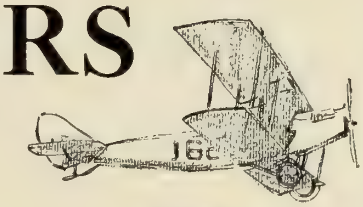
Our Guarantee Label goes in every genuine "Raynster" to assure complete and lasting satisfaction.

"Dominion Raynsters" are made in all the popular styles for men, women and children.

Carry this guaranteed line for Spring. We will gladly show you samples, or send you our Style Book and Price List.

WRITE TO THE NEAREST DOMINION RUBBER SYSTEM SERVICE BRANCH

at Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver or Victoria.



Off with the Uniform!
On with the
Good Old "PEABODYS"!

Peace with all its joys holds none more keen than that of getting back to home-life, the old job---safe and sound and strong and clean in honest OVERALLS

WONDERFUL Old Uniform! It has saved the World! But how good it will seem when the Boys are back and put it way—we hope forever? While it is a joy to us to remember that, when the Cause called us, the great Peabody factories worked night and day on War-clothing for Canada, England, and the States, making more than a million uniforms in all—yet—

How good it is to see and hear and feel our machinery busy NOW on plain, honest work-clothes again!

So, Men of Canada, back to the old job! Back to the overalls, on the farm, in the engine-cab, in the machine shop! As the uniform means War, so the overall means Peace.

Doff the Khaki and don the Peabodys.
Beat the Sword into the Plough Share!

PEACE!

PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

Are
Almost
Everybodys.
Are They
Yours?

WALKERVILLE :: ST JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED
Vol. IX. PUBLICATION OFFICE: TORONTO, MARCH, 1919 No. 3.

The Guaranteed *Forsyth* SHIRT

Back On The Job—In Good Old Peabodys

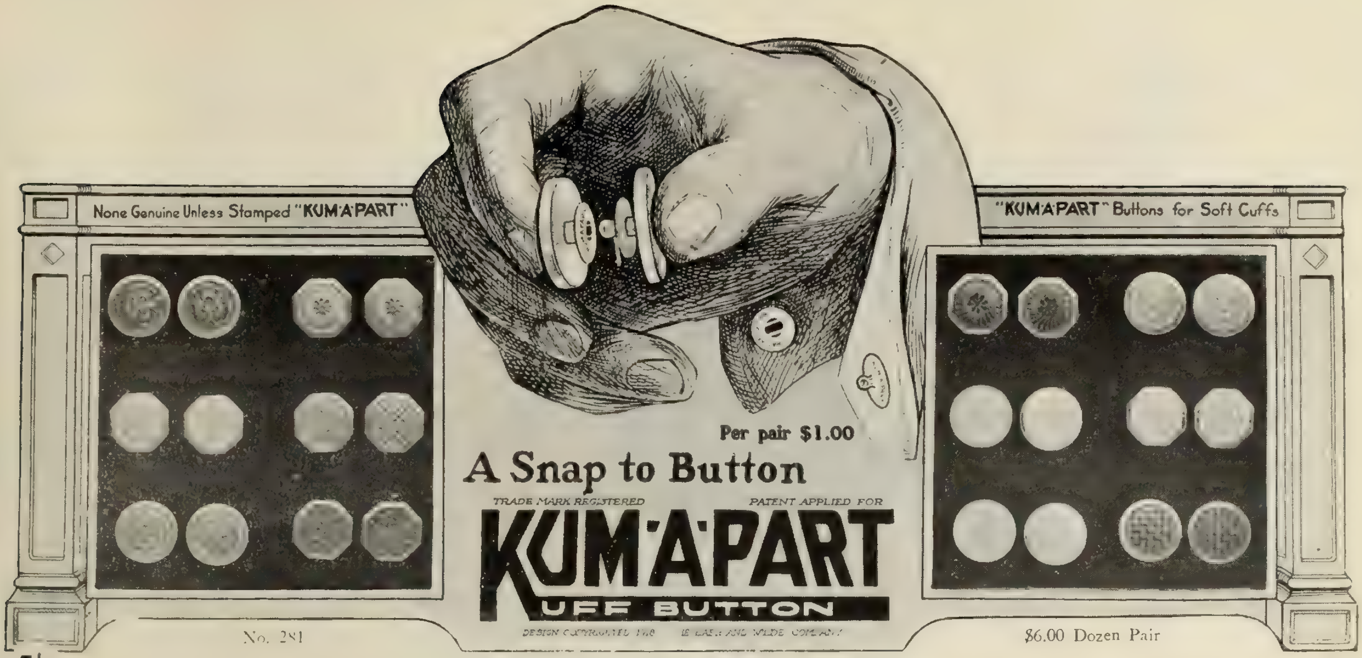
FROM the Big Guns in Flanders to the Big Job in Canada, in Peabodys Overalls and Peabodys Gloves, plain, honest, work-clothes known and worn from Labrador to Vancouver. Our War Work, a million uniforms, is done. And now to outfit the Boys who did the Job—in the regimentals of Peace!

All Together Now—Get on your Peabodys and Get Busy!

PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

Are
Almost
Everybodys.
Are They
Yours?

WALKERVILLE ∴ ST. JOHN ∴ MONTREAL ∴ TORONTO ∴ WINNIPEG ∴ VANCOUVER



ALL PEARL ASSORTMENT

Good-bye old style link
AND
Shank cuff button

Your day has passed with the passing of stiff cuffs and starched fronts.

The busy efficient men of to-day have joined the ranks of soft cuffs wearers—the logical fastener for which is the KUM-A-PART KUFF BUTTON.

The Kum-A-Part is the soft cuff's own button; stays in place whether the cuff is open or closed; snaps together and apart instantly.

Illustrated at top is one of our attractive selling assortments, note the quotations—Kum-A-Part is a profitable cuff button to handle.

We have twenty assortments packed as above selling from $4.00 to $24.00 per dozen pairs.

Send to-day for our illustrated price list.

DISTRIBUTORS FOR CANADA

C. H. Westwood Mfg. Co.

TORONTO

Boys' Clothes that express the Style Spirit of the day

Is your Boys' Department a growing business? The new season's showing of Wearbetter Values can help you make it so.

They are foremost because the Wearbetter Standard is always the surest guide to quality in Boys' Clothes.

Wearbetter

TRADE MARK REGISTERED

Clothes for Boys

represent the old Standard of Worth and Wear coupled with the New Standards of Style and Workmanship.

Try them and see what they can do to speed up selling in your Boys' Department.

Walter Blue & Co., Limited

Makers

SHERBROOKE, QUE. WINNIPEG, MAN.

Owning and Operating Coaticook Woollen Mills Company

There's Dash and Style in these Moderate Priced Clothes.

The Bachelor line needs little introduction to the trade.

The assortment we are now showing is unusually comprehensive and *Value for Money* is as usual the dominant feature.

You owe it to your business and to your customers to see the Bachelor offerings before you pay more for a stock that is no better.

Write and say when our man could call on you.

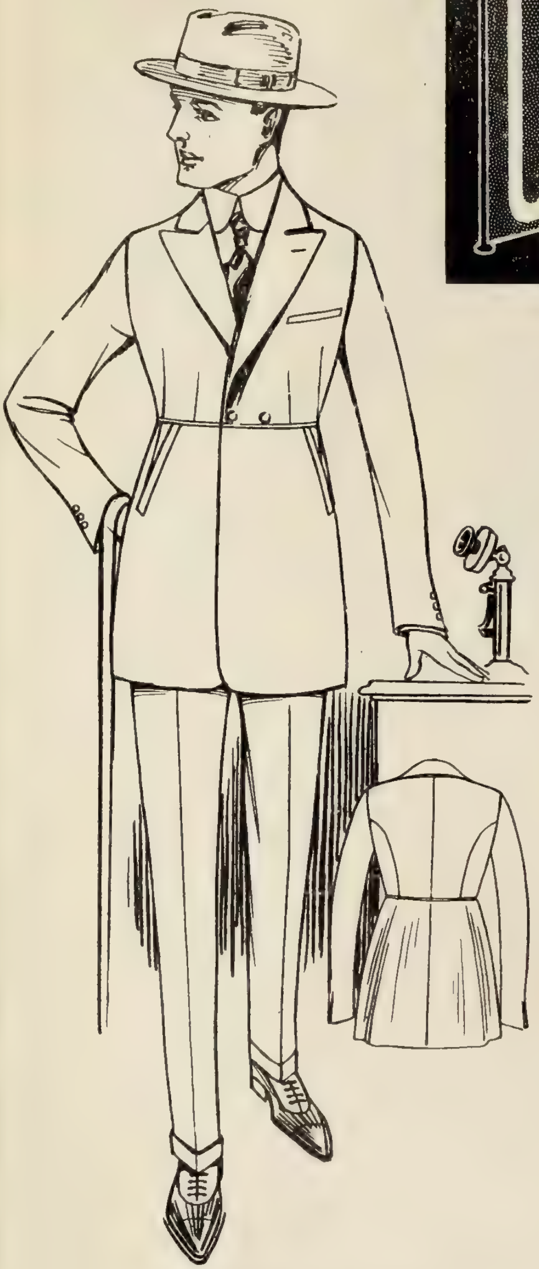
The Bachelor Clothing Co., Limited

Sherbrooke, Que. Winnipeg, Man.

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW



"THE REGENT" ONE BUTTON
D B MODEL

"College Brand Clothes for Style"

is a phrase founded on fact.

No better evidence of this is required than results show.

The very clever models in the new waist line effects:—

HAND TAILORING
BEAUTIFUL FABRICS
POPULAR PRICES

are the predominating features of **College Brand Clothes.**

These features and a service unexcelled should be of interest—**yes, of great importance**—to any first-class clothier to get more acquainted with the line.

Get in touch NOW. Appointments made for showing our complete range for Fall, the early part of March.

A postcard rings the bell for samples or a salesman.

Stock on hand in all the newest models of Suits and Spring Overcoats, to supply any emergency that may arise. Samples gladly submitted. Express prepaid.

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(READ BUILDING)

PERRIN'S GLOVE

This Dome is a Symbol of
The Maximum in Quality

1919
LOOKING FORWARD

A VITAL business requisite is timely information. Upon this must be built future plans and calculations. The buyer that is able to sift the chaff from the grain and correctly foretell coming events possesses a commercial value of great price.

The glove buyer's problem for 1919 is not so difficult to solve as it would at first appear. **There will be no recession in prices, as the demand will be greater than the supply.**

Raw material is scarce, skilled labor more so, and the demand world-wide.

Careful study along these lines will bring the correct viewpoint and the proper solution. See us and we will talk it over.

* * *

PERRIN FRERES & CIE
Sommer Building
MONTREAL

One of the Many New Era Fall 1919 Models

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Popular Priced Satisfactory Giving

Snappy Clothes for Young Men--- Our Specialty

That, in a nutshell, is what you can offer your customers in **New Era "Quality" Clothing** if you handle our line.

And when you sell **New Era "Quality" Clothing** you reckon profits not only in the money of the moment—but likewise in the friendship of the future.

Write us now and we'll arrange to have our representative call with a full selection of Fall Models.

Our range comprises the latest Styles for Men, Young Men and Boys, the Creations of our Board of Designers.

The Freedman Co.

SOMMER BUILDING

41 Mayor Street : Montreal

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

STYLISH CLOTHES FOR BOYS

If you wish to see values par excellence in stylish clothes for Boys, we recommend an early inspection of the **NEW ERA "QUALITY"** assortment now assembled.

"'Tis the Quality behind the Name that Counts"

The Freedman Co.

SOMMER BUILDING

41 Mayor Street Montreal

Leishman Clothes

for

Fall and Winter 1919-1920

Our range of models and samples is now ready for inspection.

Comprising as they do the best the markets are producing under existing circumstances.

We are confident that both models and fabrics will interest the trade, and we invite the most critical inspection before placing your orders.

Wm. H. Leishman & Co.

Wholesale Custom Tailors

68 Temperance St. Toronto

Makers of the Best Tailored Garments for Men

Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
SOLD BY A. ROHAUT · 229 FOURTH AVE. N.Y.C.

INFORMATION

BEFORE PALM BEACH Cloth was offered for sale, for the season of 1919—we, its makers, consulted with the authorities in Washington. It was conceded that PALM BEACH, as a conserver of wool, was needed at home, in the interests of the civilian and the interests of the Government.

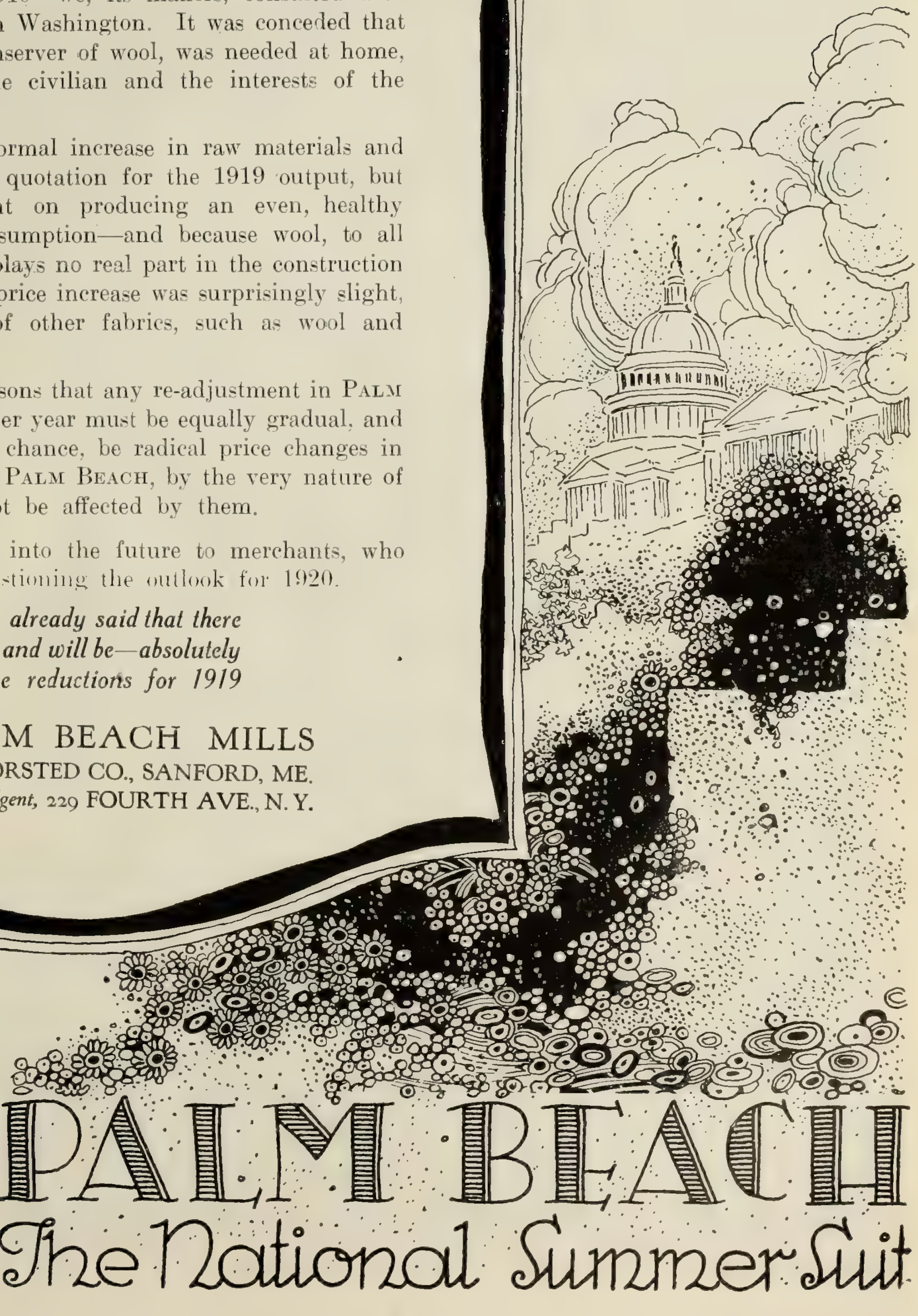
Now, naturally, the normal increase in raw materials and labor meant a higher quotation for the 1919 output, but because we could count on producing an even, healthy volume for home consumption—and because wool, to all intents and purposes, plays no real part in the construction of PALM BEACH—the price increase was surprisingly slight, compared with that of other fabrics, such as wool and worsted.

It is for these same reasons that any re-adjustment in PALM BEACH prices for another year must be equally gradual, and even should there, by chance, be radical price changes in other standard fabrics, PALM BEACH, by the very nature of its construction, cannot be affected by them.

We give this glimpse into the future to merchants, who even now may be questioning the outlook for 1920.

We have already said that there
can be—and will be—absolutely
no price reductions for 1919

THE PALM BEACH MILLS
GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT, *Agent,* 229 FOURTH AVE., N. Y.



Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax.
MONTREAL, 153 Notre Dame St. West.

"Fashion-Craft"

Quality Clothes

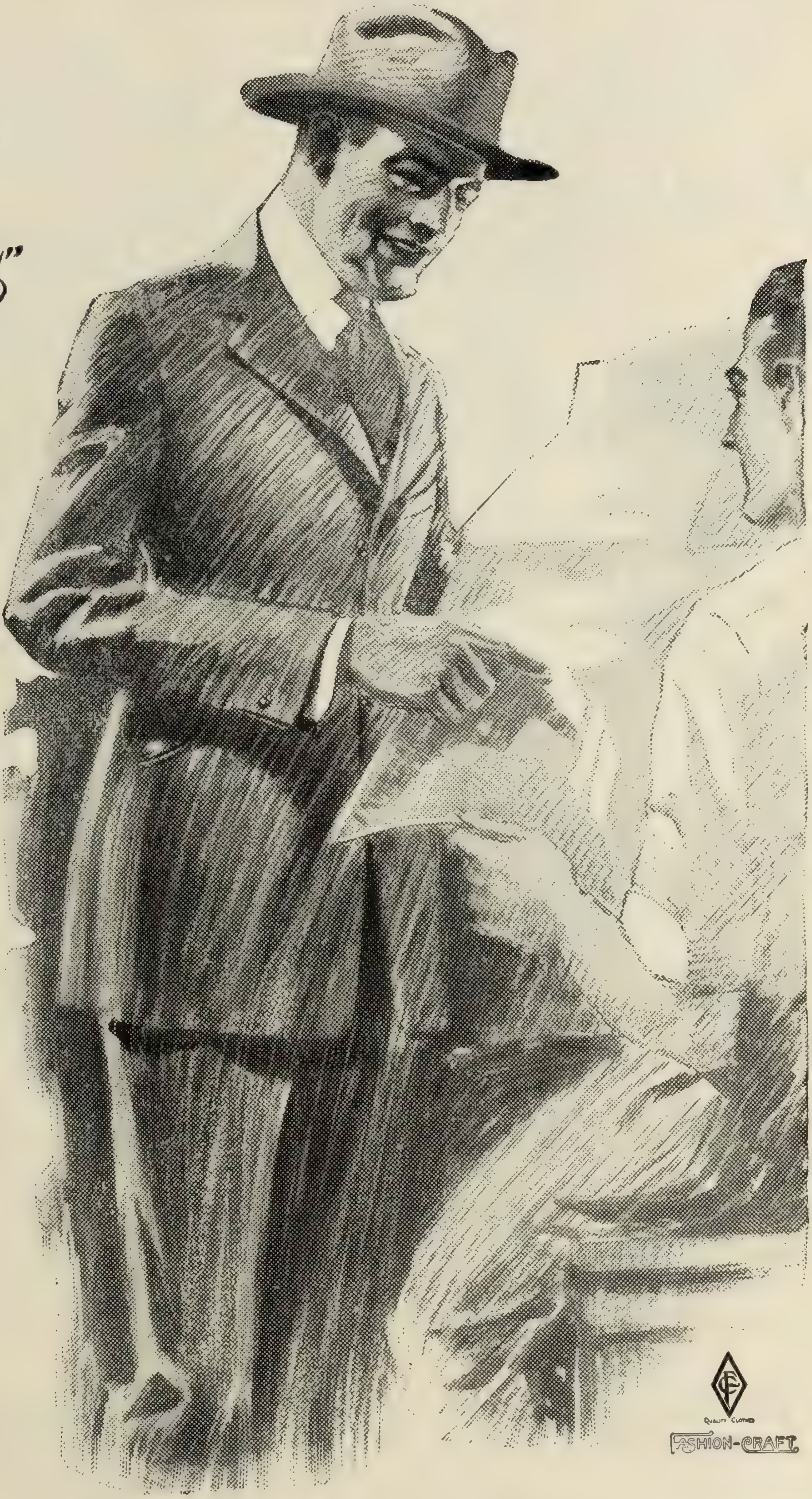
Sold at 200 points in Canada.

If there is no

"Fashion-Craft"
Agency

in your town—you must have it to lead.

Write to-day to Promotion Department.



Fashion Craft Mfrs. Limited

Montreal, Que.

Gathering Speed

RACINE VALUES

For Greater Business

Racine's

Everything in Dry Goods

More business is the slogan of the smallest retailer and the largest wholesaler.

Everyone in the trade realizes the importance of "Speeding Up." We are gathering more speed every day. Retailers who seek more business are advised to deal with a firm which has a worthy reputation.

EXCLUSIVE MEN'S DEPARTMENT

F. Men's Staple Furnishings
I. Men's Fancy Furnishings
L. Men's Fine Shirts (Factory No. 1)
M. Working Men's Wearables, Overalls, Smox and Working Shirts (Factories No. 2 & 3)

Lines manufactured by ourselves, of which we control the entire output:—
Shirts: "Racine," working; "Hero," fine; "Strand" (Chemise de Luxe).
"Lifesaver" overalls, "Samson" pants, "Record" sox.

Figures and facts from past years show that we know the market and have the **Right Goods** at **Popular Prices.**

LETTER ORDER DEPARTMENT

Wire, write or telephone your emergent needs to this Department.

Racine's—the House with the Stock.

Alphonse Racine Ltd.

"THE STAPLE DRY GOODS HOUSE OF CANADA"

60-80 St. Paul St., West MONTREAL, CANADA

SAMPLE ROOMS—OTTAWA QUEBEC THREE RIVERS SHERBROOKE SYDNEY, N.S. TORONTO
FACTORIES—BEAUBIEN ST., MONTREAL; ST. DENIS, ST. CROIX, ST. HYACINTHE

BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

IN order to provide closer and speedier service for our Canadian customers, and to increase their number, we are shortly opening a branch in Toronto. Mr. Hugh D. Marshall (at present at Brantford, Ontario) will be our Representative and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous "*Belnit*" Hosiery and Underwear, "*Sutoplex*" fabric gloves, and "*Oberon*" branded goods. We have been in the trade as manufacturers and merchants for well over a century and to-day BRETTLE'S are known throughout the world for Men's Outfitting of the better-to-best kind.

DEPARTMENTS

Hosiery and Underwear **Shirts** **Collars** **Ties** **Rugs**

In Silk, Cotton, Lisle and Wool **Dressing Gowns** **Bath Robes** **Pyjamas**

Manufacturers of "Oberon" Branded Goods,
"Belnit" Underwear and "Sutoplex' Gloves.

TRADE MARK
OBERON

"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES
"SUTOPLEX"
REG^D TRADE MARK
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2.
Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

NIAGARA NECK

Spring Neckwear

Order your Spring Neckwear now and show the returning boys something bright.

They will be looking for Cravats aplenty—smart and attractive.

We have the range for you.

All popular shapes in Four-in-hands, Batwings, woven and silk.

NIAGARA NECKWEAR

NIAGARA FALLS

WEAR NOVELTIES

Navy and White CRAVATS

AND

The British Navy

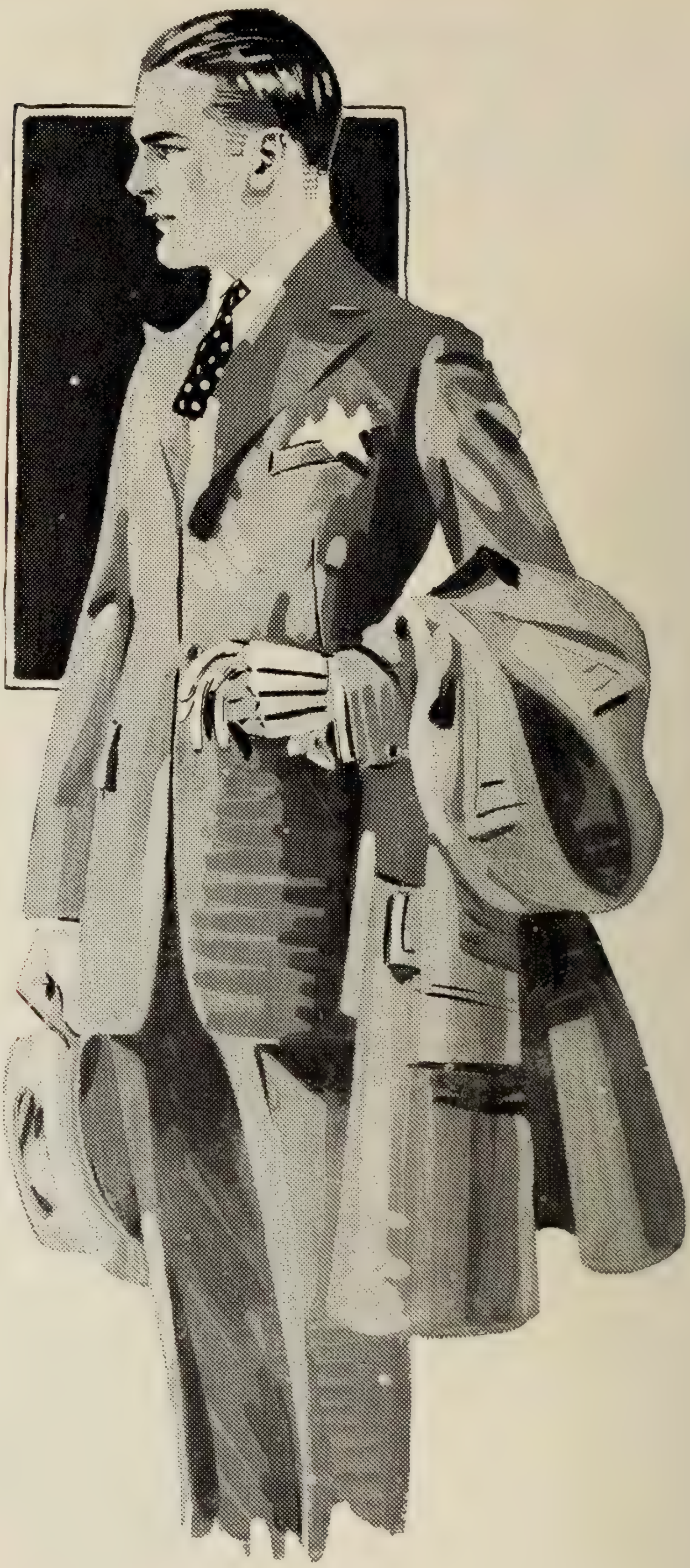
The Season's Favorites

We can show you Navy and White Dots in Foulards, Crepe Faille, in all the leading shapes.

COMPANY, LIMITED

CANADA

A Range of Clothes from the C. N. & R. Fall and Winter lines



will be a decided advantage to you in the matter of attracting and retaining a first class trade.

PROPER CLOTHES

are a notch higher than the next — higher in the graceful distinctive Cambridge Style.

You can more than cover the requirements of the particular dresser — the man who insists upon the very latest fashion kinks—and please equally well the more subdued taste of the conservative man.

See "Cambridge" values before you decide on your Fall and Winter Stocks.

Coppley, Noyes & Randall, Limited
Hamilton, Ontario

Fall and Winter, 1919-20

Pleasing Your Juvenile Customers

is sometimes a problem, no doubt. The little fellows are usually extra particular about the style and appearance of their clothes. They like the fine, easy-fitting looks of

PROPER CLOTHES

and their parents will be thoroughly appreciative of the extra good value that Proper Clothes represent.

For attractive patterns, for serviceable materials, for excellent fit and correct tailoring you will find that Proper Clothes for boys have a long lead in the juvenile clothing trade.

Why not write now and have salesman present samples of these values?

Copplep, Noyes & Randall, Limited

Hamilton, Ontario

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

The House that Leads

"THE DEVON"

with new models and styles, that have maintained its reputation to create, offers you the best and most complete line in Men's and Young Men's clothes it has ever shown.

Our designers have given us that unique advantage—to lead. Our buying facilities have given us the privilege to stock up for your selection an array of fabrics that few can equal. This combination is at your service.

See the Prestwich Ulster, it's the hit of the season. Our travellers are showing our Fall Styles now. Make sure you see them.

Kaplan, Samuelsohn & Co.

1620 CLARK ST. MONTREAL

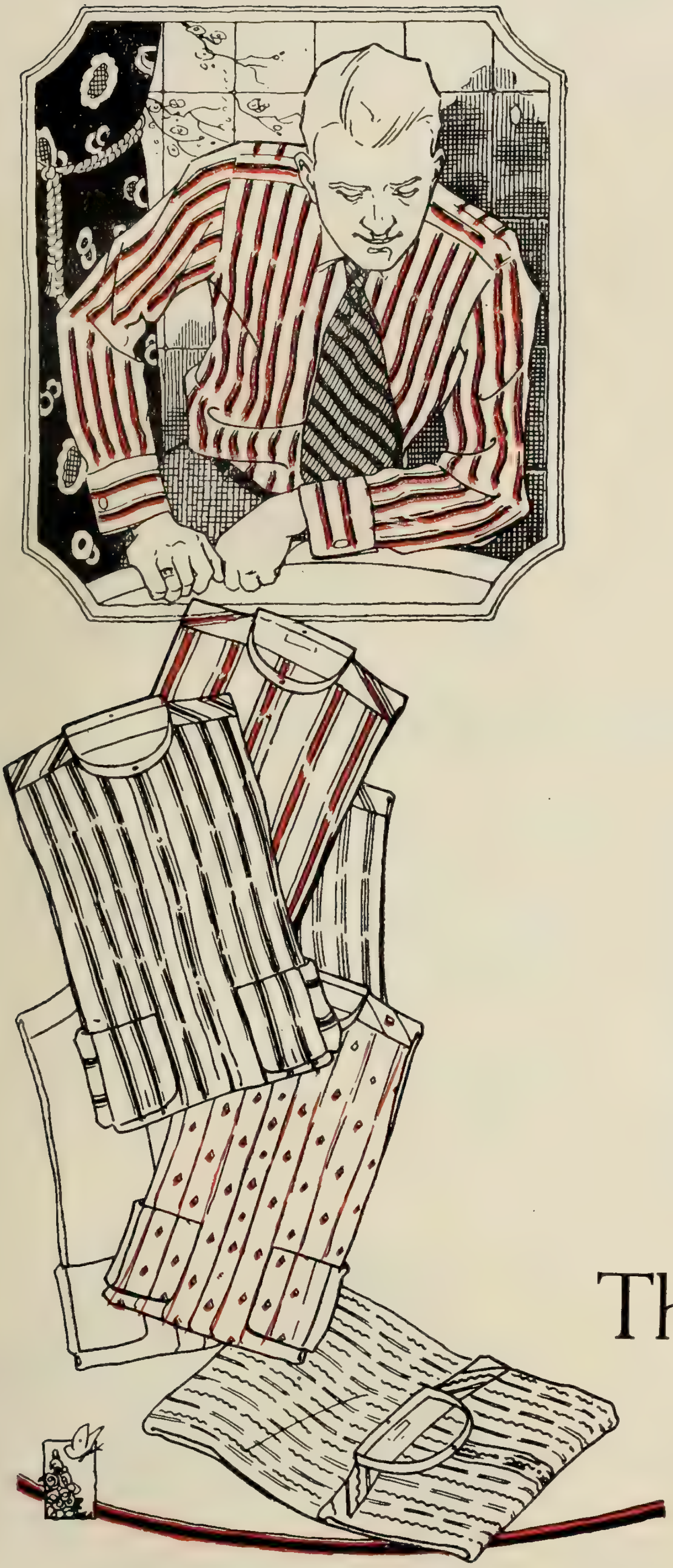
Every Garment Must Pass Through The Examining Room

BEFORE a HOBBERLIN TAILORED SUIT or OVERCOAT reaches a customer it must go to the Examining Room. Here each garment is carefully scrutinized to the smallest detail. This carefulness is characteristic of our service throughout. By these methods we are able to maintain a standard of quality and workmanship that enables us to guarantee our clothes to the public. Should any defect escape our notice and reach the customer, we are always ready and willing to have the matter remedied to the customer's entire satisfaction. To serve and to satisfy is the chief business of this modern Tailoring Organization.

Write for full particulars of our Agency Proposition

Canada's Largest and Oldest Tailoring Institution
Established in 1885.

THE HOUSE OF
HOBBERLIN
LIMITED
Toronto : Canada



Shirts that will appeal to your business judgment

Not alone in excellence of Fabric and attractiveness of Design do Lang Shirts excel. Prices—considering existing market conditions — are remarkably reasonable. And the Workmanship is the Lang standard.

That gives you a combination that will appeal to the careful buyers—to the man who buys a shirt with the same exactness and care as he would exercise in the matter of buying a suit or an overcoat.

Send along your order as early as possible. We will put **your** label on our shirts if you wish, and the Shirts will do credit to your name.

The Lang Shirt Co.

Limited

KITCHENER, ONT.

"The Line of Unusual Values"

Peck's

The Reason Is Obvious

In every community *PECK'S JUVENILE CLOTHING* enjoys a high prestige, attained by applying to the Manufacture of our Boys' Line the high standards of tailoring and workmanship that have made *PECK'S CLOTHES for Men* the leaders in Style and Value.

Our salesmen will shortly offer for your inspection a particularly interesting assortment both in Boys' and Men's Clothing for Fall.

John W. Peck & Co., Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Cover your requirements now with a supply of

Peck's

Shirts that have the right style and comfort appeal—

Men of discrimination will be quick to recognize the beauty and distinction, comfort and durability of Peck's Silk and Cotton Shirts.

There are Fabrics and Colorings here to please widely divergent tastes and our Prices are always a standard of value-giving.

***PECK'S CAPS** are made in a wide variety of fabrics and patterns---*

Each model embodying the very timeliest ideas.

But not in looks alone do Peck's' Caps excel. The workmanship is also the very best.

John W. Peck & Co., Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Imperial Clothes

Out-of
the-ordinary
values for you
in Suits and
Overcoats

Value, as usual, is the predominating keynote in this new Imperial assortment which we are eager for you to inspect.

And, besides this value appeal, there's a distinctiveness about Imperial Styles that by itself would be a strong recommendation.

This Suit and Overcoat offering will stand the test of comparison. For the sake of bigger business you should see what we've got before you place your order.

Our representative can call, or would you rather receive samples?

Imperial Clothing Mfg.
Co., Limited

217-219 Richmond Street West

TORONTO

THE BOYS' CLOTHING SPECIALISTS OF CANADA

HDC BRAND

TRADE MARK

BOYS' SUITS
JUVENILE SUITS
BOYS' BLOOMERS
MEN'S TROUSERS

Every number a winner in style and value.

Our large stock guarantees a wide selection and prompt service.

Actual order will convince you of our values.

MACKINAWS FOR FALL

Hoffman Ducoffe & Co.
314 Notre Dame Street West, Montreol

WHY "GOVERNOR" FASTENERS

Sell Boys' Knickers QUICKER

NO Straps to tear
Buckles to wear
Buttons to sew

Easily adjusted
Yields freely but holds securely.

The Governor Fastener Co.
of Canada, Lim.ted
46 St. Alexander Street, Montreal

We Specialize in

Railroad and Iron Workers Gloves

(Union Made)

Our Horsehide, one-finger **Railroad Gauntlet at $12.00** and our **Back Seam Horsehide Palm Gauntlet at $13.00** cannot be equalled anywhere.

Write for Samples and Prices

Montreal Glove & Mitten Works
12 Bernard Street - Montreal

Sample Rooms—
Manufacturers' Agency Reg'd., 52 Victoria Square.

POPULAR BRAND TROUSERS
Made by the
Vineberg Pants Co.
Montreal, P.Q.
160 McGill St.
Montreal

New Season's Range Now Ready

"Up-to-date and a date ahead."

New patterns and latest materials.

Travellers will call shortly, if not, drop us a P.C.

"Our pants are made-to-fit and fit-to-wear."

PREMIER BRAND LEADS THEM ALL

Premier Brand

Men's and Boys' Suits and Pants

AFTER-WAR PRICES

Travellers now out with the new season's range.
Let us quote you on anything required.
It will pay you:

M. SHANE & COMPANY
149 NOTRE DAME ST. W. MONTREAL

King
SENATOR
SUSPENDERS
ABSOLUTE COMFORT
MADE IN CANADA BY THE King SUSPENDER AND NECKWEAR Co.

The Guaranteed
SENATOR
Dollar Value

To Retail for

Seventy-five Cents !

SOLID BRASS METALS.
SPECIALLY GLAZED
AND TOUGHENED

SLIDING CORDS.

FINEST TWILL AND
LISLE WEBS. NARROW
OR WIDE.

SNAPPY HALF DOZEN
BOXES. HANDSOME
SHOWCARDS FREE !

$6.00 the doz.

The King Suspender &
Neckwear Co.

Toronto, - Can.

Manfrs. of the Famous
Patd. "Stay-in-Shape"
Cravats.

All Prices. All Patterns.

"These Stitches clinch the lining!"

King

"STAY-IN-SHAPE"

PAT'D

CRAVATS

PATENTED
MARCH 1915

MADE
IN CANADA

For Immediate Call

by return express

We carry in stock for immediate delivery a large assortment of Men's Suits, Boys' Suits and Juvenile Suits at attractive prices.

Watch Our New Models

Style and service is the slogan of our designing department, now under the charge of Mr. Lippman. For seven years Mr. Lippman was the Boys' designer for H. Kellert & Son, and is a thoroughly practical and experienced designer.

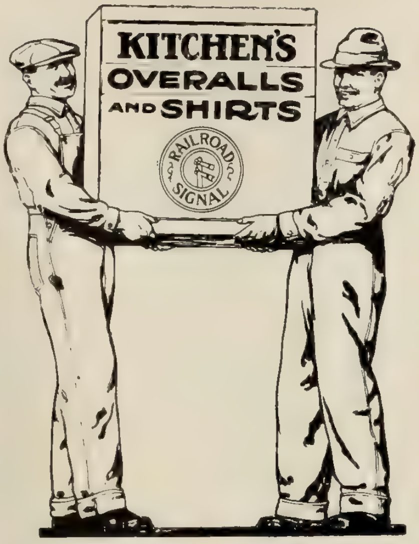
Boys' Suits

These young men of to-morrow appreciate stylish, up-to-date clothes. We carry a complete stock, built for service and sure to please to satisfaction. To see them is to sell them. We can make immediate shipment.

J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

Vitre Street : : Montreal



A

A Profitable Proposition

OUR extensive advertising is creating an increased demand for "Railroad Signal" Overalls and Shirts throughout the country. Their growing popularity among railroad men, mechanics and farmers is proof of the fact that QUALITY is the best selling argument. These garments are built to stand hard service and their neat fit and excellent workmanship mean entire satisfaction to the wearer.

Are you getting your share of this line of business? We are right on the spot to help you with a real live proposition. We will supply free electros of any of the illustrations shown on this page, with strong, convincing wording to use with each.

B

KITCHEN'S
"Railroad Signal"
OVERALLS & SHIRTS

advertised in your local paper will mean more business for you. People want these goods and when they know you have them you will get their order. Many new and regular customers can be made in this way. These illustrations will not only brighten up your own advertising but, more important than all, will bring you big profits.

Send for the cut you want and we will do the rest.

C

The Kitchen Overall & Shirt Company, Ltd.

Brantford, Ontario

500

Ask a Retailer who carries the

TRUE-FIT
BRAND
WATERPROOF COATS

He will tell you it pays to handle the True-Fit line—the Double Texture Waterproof Coats that **are** Waterproof.

You can slip a True-Fit Double Texture Waterproof on a man and back it with your strongest guarantee.

TRUE-FIT
BRAND
WATERPROOF
TRADE MARK REGISTERED
TRUE FIT
SW&Co
GUARANTEED TO STAND ALL CLIMATES

Because these coats **are** waterproof. They are made waterproof. They are without doubt the best all-round, weather-resisting coats on the market to-day.

Plan now on seeing the True-Fit offerings for Fall. Our men are showing a full range —and **we can promise timely deliveries.**

We are sole agents for Canada for the AQUATITE BRAND Gentlemen's Yarnproof Coats

Samuel Wener and Co., Limited
SOMMER BUILDING, MONTREAL

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

A Good Raincoat

MUST BE

Absolutely Waterproof

and of

Good Appearance

R&Co

“Fit Well”

WATERPROOF

BEST BRITISH MAKE

is designed to meet these requirements.

Made only of High-class, Dependable, Waterproof Fabrics.

Cut on generous yet neat-fitting lines.

They please the most critical customer, both for present and future sales.

New models for Ladies and Men will be in the hands of our salesmen during March, also a full line of samples for immediate shipment.

S. RUBIN & COMPANY

Manufacturers of the FIT-WELL Waterproof

437 St. Paul Street West - Montreal

FIT WELL WATERPROOFS

Values far in advance of what you're likely to encounter elsewhere

—Gloves values that are more than ordinarily attractive in design and price—this is what we offer you in the new season's

"AVON KNIT" BRAND SCOTCH KNIT GLOVES

You'll be proud to identify your store with gloves like "Avon Knit." Your customers willl be proud to wear them and the satisfaction that they will give will net you big returns in increased merchandising prestige.

The Avon-Knit men are now on the road and can call just whenever you say. Write us to-day about it.

AVON HOSIERY, LIMITED

STRATFORD, ONT.

Another of Our Up-to-date Stores

CONDUCTED BY

Wm. McLaughlin, Registered, 21 McGill College Ave., Montreal

Quality

The Trade Mark of Quality and Service has been the slogan of Mr. McLaughlin's success during many years.

CAMPBELL'S CLOTHING

is a good organization to unite with.

Our Made-to-Measure Service is in a class by itself.

NEW MODELS for the approaching season will be shown during March.

We will consider appointments in towns where not now represented.

The Campbell Manufacturing Co. LIMITED

Montreal

IMPORTANT ANNOUNCEMENT

We beg to advise our numerous customers and friends in the trade that **Our New Fall Range** will be ready the latter part of this month—a little later than usual **but in plenty of time for deliveries.**

A Little Later Showing

We have purposely delayed this showing in order to secure for you **the very latest merchandise.**

We know you are tired of looking at the same old patterns over and over again—it wasn't our fault—there was nothing new to be had.

To-day, though, it is different.

New Merchandise At Last Offering

Gradually the mills are changing from khaki to new civilian patterns and our buyers have picked up some attractive new goods and are scouring the market for more.

It is only by waiting till the last minute that we can give you the last minute stuff.

Prices Also At Latest Schedules

Moreover, prices will be revised to **last minute schedules,** giving you the advantage of any decline that may take place. To doubly safeguard you we will give you a guarantee against any advances, and should there be any decline, we will invoice goods at market value when shipped.

It will certainly be to your interest to hold orders until you see our range.

Crown Pants Company

322 Notre Dame St. W. :-: MONTREAL

The Latest In Specialty Rainproof Coats

Have you seen the latest in Rainproof Top Coats?

THE LEATHERTEX just the thing for motoring, driving and all outdoor work or play.

THE SUEDE-TEX. A coat of suede-like fabric appealing to those who appreciate something refined yet combining all the qualities of a high-class rainproof garment.

These are coats of military quality, the kind the boys who were in the trenches are sure to appreciate.

We will be showing about March 10th samples of the above also a large and complete range of rainproofs in all the staple qualities.

These garments will, we feel sure, appeal to the majority of retailers who appreciate up-to-date merchandise.

Liberal stocks on hand enable us to guarantee deliveries both for immediate and Fall orders.

If our traveller does not reach you promptly, a postcard will bring samples and prices.

DUKTEX COAT COMPANY

322 Notre Dame Street West
MONTREAL

The Boys are Coming Home!

BEST BRITISH MAKE

HIGH GRADE The King Hat EXTRA LIGHT WEIGHT

MADE BY LYONS LONDON

No need for a prophet to foresee the greatest demand for hats ever experienced. More and more every week will be re-donning civilian clothes. They'll all need hats and they'll all want

FINEST HIGH GRADE HATS IN THE WORLD

QUALITA SUPERIORE BORSALINO ALESSANDRIA ITALIA

Borsalino and King Hats

—the hats known to them for smartness and fine quality

Be Ready for the Boys in Khaki

Now the war is won we expect Borsalino will be able to supply us with a greater quantity than they had calculated — therefore we shall likely be able to fill our spring orders complete.

Best Known Hats in Canada

QUALITA SUPERIORE BORSALINO ALESSANDRIA ITALIA

This trademark in crown of every hat.

Borsalino Hats

"Will outwear two hats of any other make."

King Hats

Latest styles always in stock.

SEND US YOUR SORTING ORDERS

Borsalino Grand Prix-Paris 1900

ANTICA CASA FONDATA NEL 1857

ESTABLISHED 1857

This trademark on every leather.

Anderson - Macbeth, Limited

Sole Canadian Agents BORSALINO and KING Hats

284-286 West King Street - - TORONTO

Carefully knitted, splendid fitting, serviceable and unshrinkable—a line of underwear that is a pleasure to wear and a satisfaction to sell.

"Admiral" and **"Commodore"** qualities for Men and Boys.

Four Good Sellers

ADMIRAL THE BRAND
GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

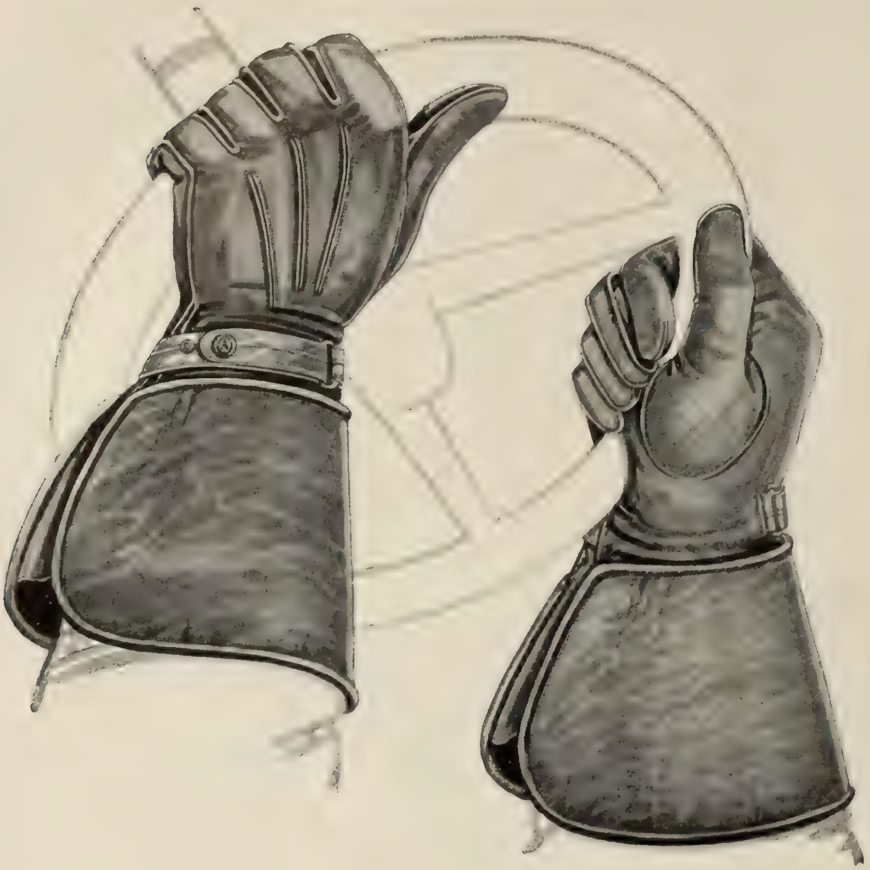
Primrose QUALITY UNDERWEAR

COMMODORE
FINE WOOL UNSHRINKABLE

PRISCILLA
FINE WOOL UNSHRINKABLE

"Primrose" and **"Priscilla"** qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.



7451 — Men's Tan Cape Auto Gauntlet, unlined. Soft cuff, leather-lined, with strap on back of wrist. Folds readily to go in pocket. Also comes in black.

$39.50
DOZEN

MOTOR ACME GAUNTLETS
TRADE MARK

EVERY MOTORIST WILL WANT A PAIR

You can double your sales easily if you feature this smart, comfortable, well-made Acme Motor Gauntlet.

Order immediately for prompt delivery.

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

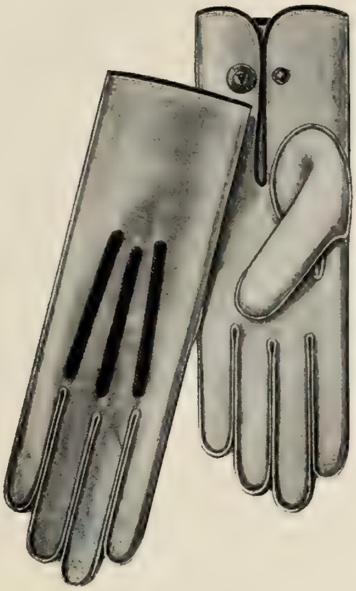
Head Office & Main Factory
MONTREAL

Branches:
JOLIETTE
TANNERY & WOOLEN MILL
ST. TITE
TANNERY - LARRIGANS
GLOVES

ACME

TRADE MARK

SOMETHING NEW



$24 DOZEN

A CHAMOIS GLOVE THAT REALLY WASHES PERFECTLY

Description

8745 — Genuine Buck-dressed Chamois of special tannage that ensures long wear. Soft, pliable and washable.

This glove will be exceptionally popular as it has all the wearing qualities of Buckskin with the added advantage of washing perfectly. Order immediately if you would have your supply in ample time for Easter sales.

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

Head Office & Main Factory
MONTREAL

Branches:
JOLIETTE
TANNERY & WOOLEN MILL
ST. TITE
TANNERY - LARRIGANS
GLOVES

Artistic Styling Without Extravagance

Highest quality without exorbitant prices

Describes the character of PROGRESS BRAND GARMENTS.

Nothing will more effectually help RECONSTRUCTION than the reliability of merchandise Made in Canada, sold by Canadians to Canadian citizens.

PROGRESS BRAND CLOTHES have quality *built-into them.*

PROGRESS BRAND GARMENTS have become the standard of honest values.

See our new Range

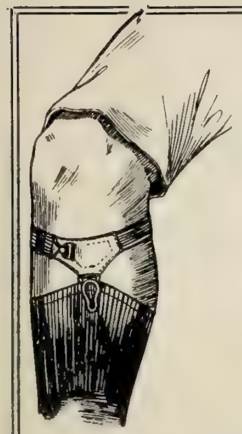
Townsac Model

REGISTERED PROGRESS BRAND TRADE MARK

The Label that made Canada famous for its Reliable Clothing

H. Vineberg & Company, Limited

Corner St. Lawrence Boulevard and Duluth Ave.
MONTREAL



Reap some benefit from our wisdom

ARROW PAD GARTER

Full Quality

You can share in the results of shrewd buying on our part before prices soared upwards.

We are selling garters and armbands at a price which allows you to retail at 25c, 35c and 50c, and yet allows for good profits.

Fine Line of Leather Belts, Elastic Belts, etc.

Our salesmen are now on the road. See their range or ask us for samples and prices.

Arrow Garter Mfg. Co.
489 St. Paul St. W. MONTREAL

TAILOR CRAFT MEN'S SUITS and OVERCOATS

TAILOR CRAFT
TRADE MARK

Neat, Stylish Models—Latest Shades in a variety of fabrics.

BOYS' SUITS
Durability and service is a feature of our Schoolboy Suits.

Order now for Fall delivery.

Dominion Clothing Co.
157 St. Paul St. West MONTREAL

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Spring 1919

AN OPPORTUNITY WORTH WHILE

will be an inspection of

THE DAVIS

"Storm Resista" WATERPROOFS

For 1919

H. E. DAVIS & CO.
117-119-121 St. Henry St. Montreal

Overalls will be needed this year

1919 bids fair to be a record year in industrial activities. "Reconstruction" is the talk of the hour in Canada and there is sure to be a big steady demand for sound serviceable working togs like

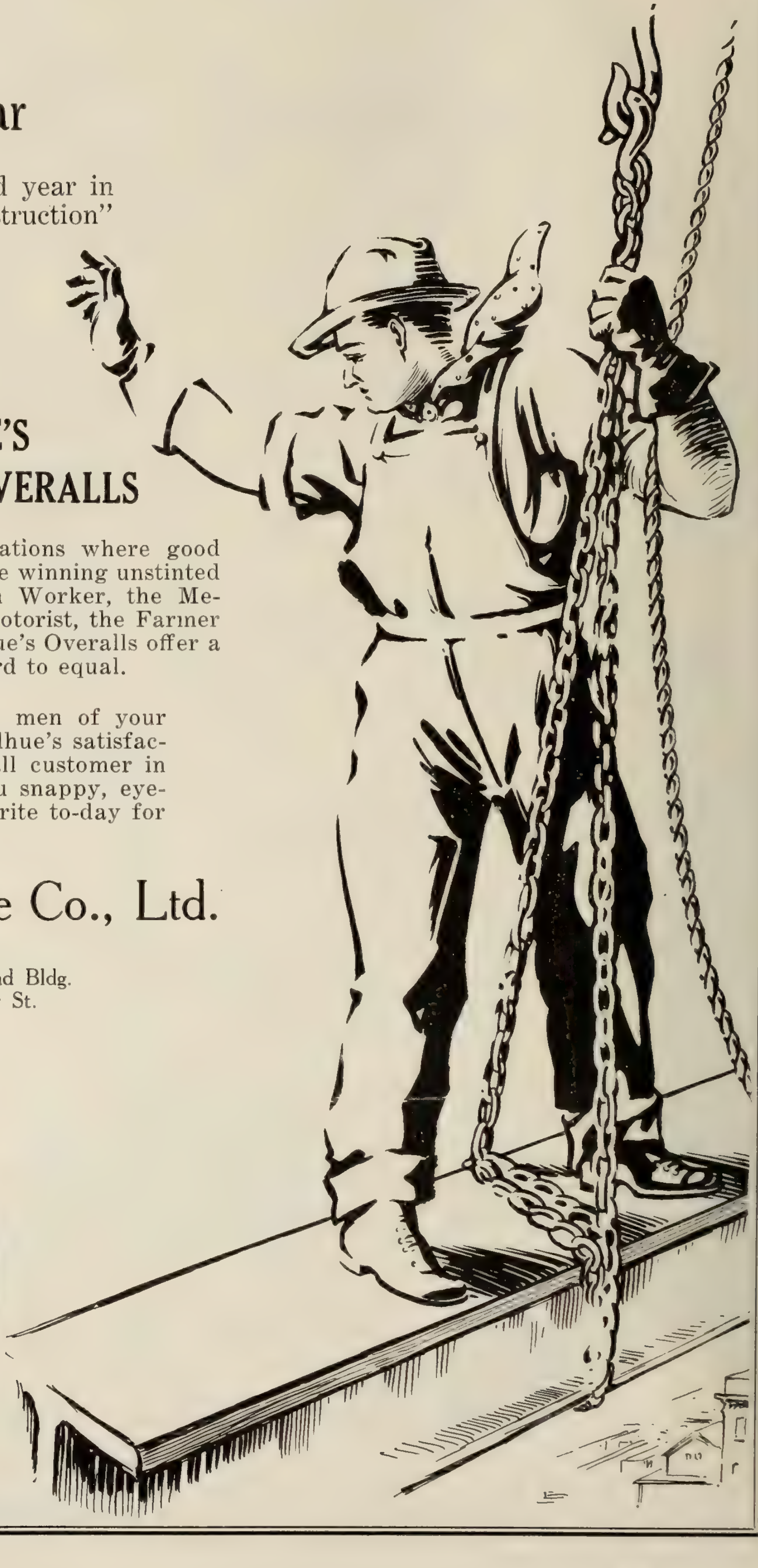
GOODHUE'S STAR BRAND OVERALLS

In the hundred and one occupations where good overalls are needed Goodhue's are winning unstinted approval. For the Construction Worker, the Mechanic, the Railroad Man, the Motorist, the Farmer —for each and every one Goodhue's Overalls offer a high standard of value that's hard to equal.

You can offer them to the men of your town feeling sure that Goodhue's satisfaction will clinch their Overall customer in your favor. We'll send you snappy, eye-catching window cards. Write to-day for sample order.

The J. B. Goodhue Co., Ltd.
ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg.
Ottawa: 76 O'Connor St.



THE J. B. GOODHUE CO. LTD.
ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS,
SHIRTS. PANTS &c.

The Stamp of a Better Overall

THIS TRADE MARK
MEANS
SATISFIED CUSTOMERS

GUARANTEED MATERIALS
EXPERT WORKMANSHIP
LARGE ASSORTMENT
UP-TO-DATE STYLES
UNION MADE

EVERYMANS TROUSERS

WRITE FOR SAMPLES

Manufactured by
Davis Bros.
HAMILTON, CANADA

WRITE FOR PRICES

See our Men's Tweed Hats from $18 to $22 a dozen

These are smart, stylish models in Green, Gray and Brown English Tweeds, and are guaranteed to hold their shape.

Mortar Board Caps in Black Broad cloth at $24 a dozen

We can arrange for our representative to call and show you these at any time you say. Or, if you like, we'll send you samples.

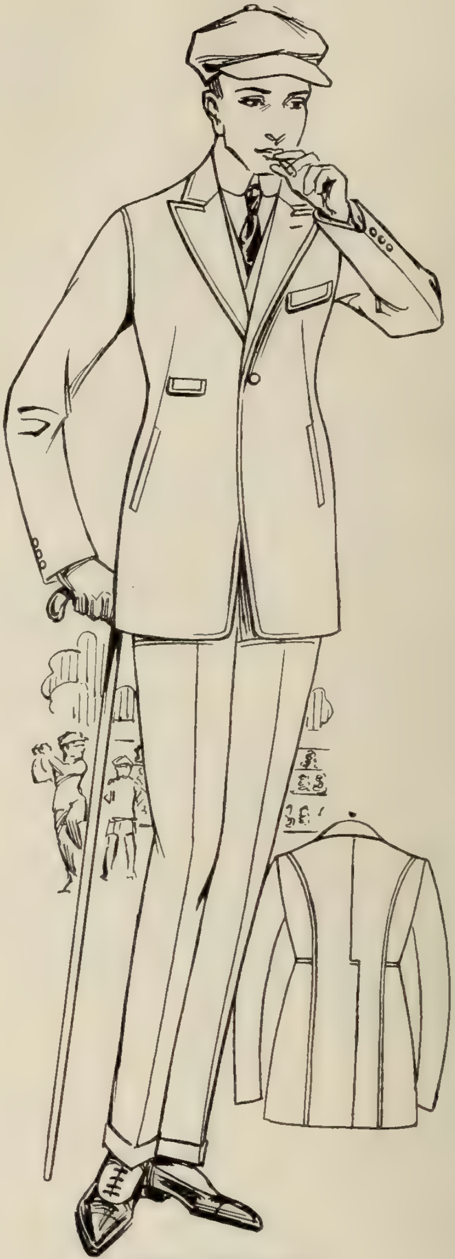
PALTER BROS.
Manufacturers of Children's Hats and Caps and Uniform Caps
122 to 128 Wellington Stree, West - - TORONTO

Alert Clothing

is all that its name implies—
alert to the opportunities of the day—
stylishly designed—
well made—
yet popular priced.

Alert Clothing for Men and Boys at popular prices have become a necessity in every wide-awake clothing establishment.

Buyers visiting Montreal market will do well to call and see our line.

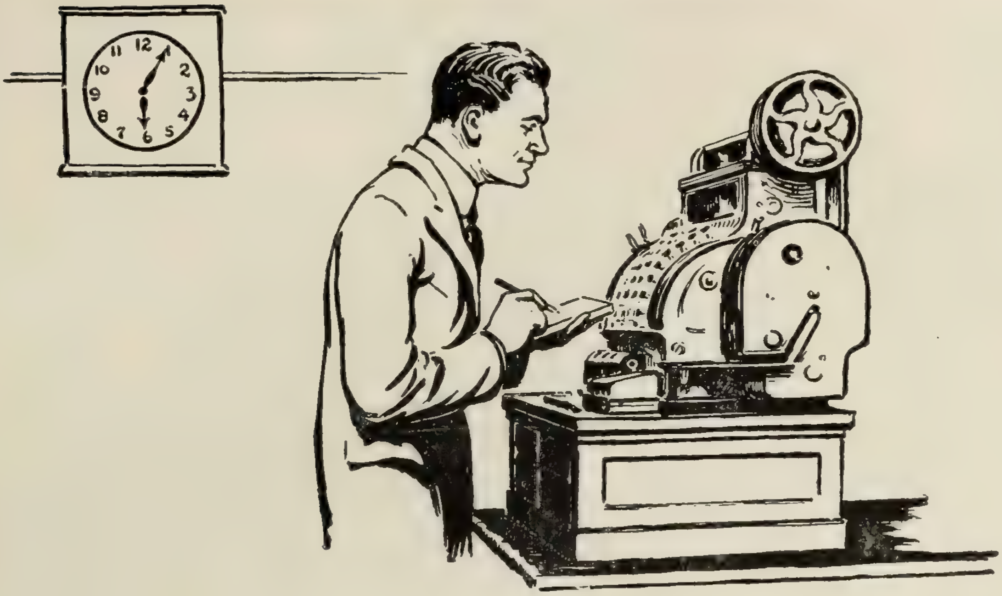


"The Beverley"
Young Men's Suits

"The Belmont"
Boy's Two-piece Suit

The Alert Clothing Company

1202 St. Lawrence Boulevard
MONTREAL



Complete information about the day's business just as soon as you want it

That's what a modern National Cash Register will give you. At closing time a glance at your register will show many things.

1. Total amount of merchandise sold.
2. Total cash received for goods.
3. Amount of your charge sales.
4. Detailed record of cash received on account.
5. Detailed record of cash paid out.
6. Amount of each clerk's sales.
7. Number of customers each clerk waited on.
8. Total number of transactions made during the day.

All these figures are there before you—absolutely accurate and reliable because they have been recorded *by modern machinery.*

You cannot afford to be without the valuable information that an up-to-date National Cash Register will give you.

The National Cash Register Company of Canada Ltd.,
Toronto, Ontario
Offices in all the principal cities of the world

IMPORTANT

ANNOUNCEMENT

TO THE HAT TRADE

PRICES GUARANTEED

With 350,000 soldiers returning to this country before Fall, the possibilities of the hat trade were never brighter. There is just one fly in the ointment. Merchants may be timid about placing their orders for fear of a drop in prices. With our intimate inside knowledge of manufacturing and raw material markets, and buying so far ahead, we can honestly advise all our customers and friends that such a fear is unjustified by actual conditions. THERE WILL BE NO IMMEDIATE DROP NOR ANY RADICAL CHANGE FOR SOME TIME TO COME.

To hold off buying now is to run risks of not being able to secure your deliveries later, as it is impossible to fill orders "instanter."

However, to relieve you of all anxiety we hereby

GUARANTEE OUR PRICES. ALL HATS SOLD WILL BE INVOICED AT PRICES PREVAILING AT TIME OF SHIPMENT.

Until normal conditions are restored this policy of guaranteeing our prices will be continued.

This is a broad-gauged policy that enables you to place your orders with confidence.

We anticipate a big fall trade and are preparing a big consumer advertising campaign to help make it a prosperous year for the merchants who buy our hats. Our travellers will shortly show you our new range. Hold your order till they call.

The Wolthausen Hat Corporation, Limited

TORONTO
Sales Rooms
Cosgrave Building

Head Office & Factory
BROCKVILLE, ONTARIO

MONTREAL
Sales Rooms
Mappin & Webb Bldg.

IRONSOX
WEAR LIKE IRON
GUARANTEED
NONE GENUINE WITHOUT THIS TRADE MARK
WEAR LIKE IRON
NONE GENUINE WITHOUT THIS TRADE MARK
WEAR LIKE IRON

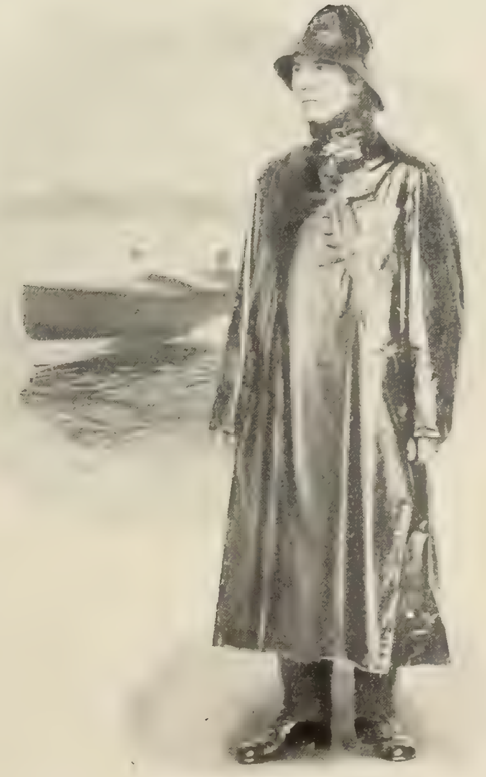
The Best Wearing Hose for the Price on the market. Comes in Lisle and Mercerized Lines.

CAULFEILD, BURNS & GIBSON, LIMITED, Canadian Selling Agents

HAVE OUR TRAVELLER SHOW YOU OUR FALL ASSORTMENT
OF C. B. & G. BRAND HOUSE COATS AND DRESSING GOWNS

CAULFEILD, BURNS & GIBSON Limited 60-62 Front St. W. Toronto

Added Value in Waterproofs



TOWER WATERPROOF CLOTHING

is the very best line for you to stock, because you know when you sell a man a Tower Waterproof he is going to like it.

And the line is complete—Long Coats, Slickers, Boys' Long Coats, Miner's Clothing, Hunting Frocks, Fishermen's Togs, Police Capes — a waterproof for every man at every job.

Order now in good time for the rainy season.

TOWER CANADIAN LIMITED

Write for Catalog and Price List TORONTO VANCOUVER HALIFAX

Broadway BRAND CLOTHES

for exacting men

UNUSUAL VALUES | MARCH, 1919

Expressly Styled for Men of Discernment

Style is not a matter of age nowadays. Twenty, Forty, Sixty "years young" men want style distinction. They demand better tailored clothes. They look for models that embody good taste. And—

We've got the Clothes that fulfill their every requirement. Broadway Clothes for Men have reached that standard of excellence both in fabric and tailoring which has always been the aim of the designers. To-day Broadway Clothes are the preferred models of men who buy with discernment.

Write, 'phone or wire us for particulars of our big Broadway Clothing proposition.

RANDALL *and* JOHNSTON
LIMITED
TORONTO

—These three are summer trade winners

King

"Summer Suspenders"

to sell for 75c

Metal parts guaranteed rust-proof—
theyr'e made of Solid Brass.
Can't stain or soil shirt
Finest quality lisle elastic webbing.
TWO-POINT OR FOUR-POINT.
In handsome one-dozen display container

The "COATLESS"

to sell for 50c

Special quality fine lisle webbing.
Nickeled metal parts.
Full length. Two-point or four-point.
In striking one-dozen display box.

The "INVISIBLE"

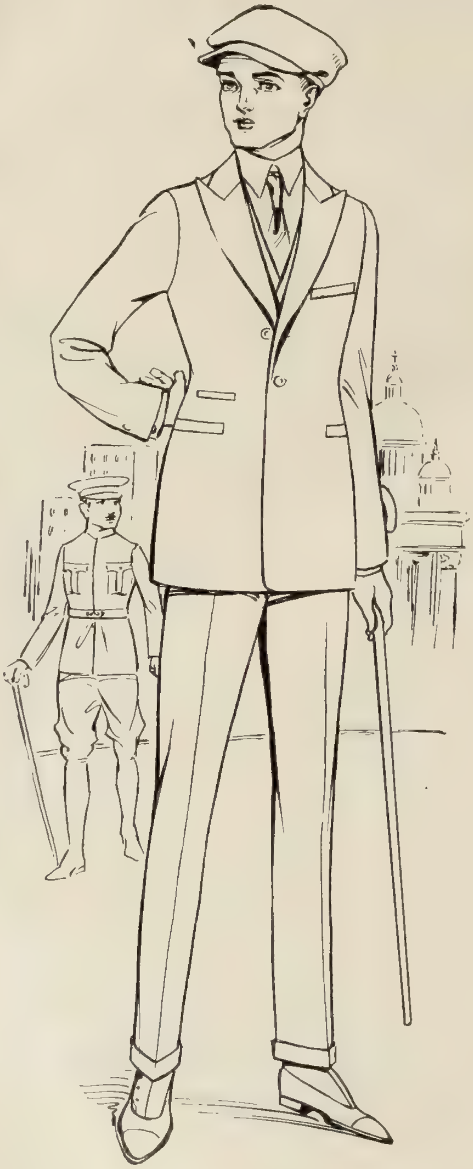
to sell for 35c

The best selling, popular priced invisible suspender.
Good quality web. Nickeled metals.
TWO-POINT OR FOUR-POINT.
One dozen in attractive counter box.

They'll Increase your "SAILS"

MADE IN CANADA BY
The KING SUSPENDER & NECKWEAR CO.
TORONTO

"Your Styles are 95% Ahead of Anything Else in Canada"



CLINTON

Very extreme young man's sack high waisted with over-the-top lapels. Welted pockets including cash pocket.

That's the comment of one of our customers in referring to

"Style Clothes"

They are the talk of the country—always a step or two in advance in style, and beautifully tailored too.

STYLE CLOTHES are making a hit with the boys returning from overseas. They are close-fitting, stylish---yet they have ease and comfort---unusual in Young Men's Clothes.

Our representatives are out now with New Fall Lines, also a large assortment of new all-wool fabrics for immediate delivery and at popular prices.

Write for an appointment or we will gladly send you a sample order on request.

THE

Wearbest Clothing Manufacturing Co.

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W. ∴ ∴ ∴ MONTREAL

ARM & HAMMER BRAND
SHIRTS OVERALLS
J·A·HAUGH MFG. Co., LTD.

A seller for your Juvenile Counter

COVERALLS

The most practical safeguard of Children's Clothes. A sensible, trouble-saving garment for the kiddies that mothers take to on sight.

And the kiddies like them. Coveralls are made for Boys and Girls from 2 to 7 years of age.

Get a trial stock in and prove how well liked they are.

The J. A. Haugh Mfg. Co., Ltd.
TORONTO, CANADA

Sell
THRIFT STAMPS

W-S
S

THE dealer who encourages his customers to take their change in thrift Stamps is giving valuable aid to the work of Reconstruction. He is helping to foster prosperity by making small savings assist in financing Governmental expenditures.

Then, while he is doing that much for the country, let him do something for himself---

Buy
War-Savings Stamps

32

MONARCH-KNIT

Link Up With Monarch-Knit National Advertising

Our spring advertising campaign is now in full swing. Attractive advertisements illustrated in color and also in black-and-white are running in the leading magazines telling your customers about the superior style, quality and value of Monarch Knit Sweater Coats.

Get the full benefit of this advertising by featuring Monarch Knit in your Window displays and local advertising. Tell the public that you have this well-known line. The actual goods, when seen, will transform the favorable impression created by the advertising into a buying-impulse that will benefit all concerned.

The Monarch Knitting Company
Limited
Dunnville, Ontario, Canada

Manufacturers of Men's, Women's and Children's Sweater Coats and Hosiery. Also Monarch Floss and Monarch Down.

Aquaproof
RAINCOATS

This is our most popular model. Made in finely woven tweed effects, parametta, gabardines, coverts, etc. Prices from $7.50 to $27.00 each.

This is one of the New Aqua-Proof Coats for Men

Beautiful in design, finish and appearance, these real waterproofs will be well worth featuring during the rainy season.

For not only are "Aqua-Proof" Raincoats extra good looking—they are just as good in the matter of long wear and satisfactory service.

And the line is comprehensive in both materials and prices.

We invite you to compare our values with what other houses offer you. Judge for yourself whether "Aqua-Proof" is not a real good buy.

We also carry a complete line of "Aqua-Proof" coats for boys.

Our representatives are now on the road; be sure to inspect our samples, or we will send samples upon request.

A. B. Rosenblott & Co.

Exclusive Manufacturers of
Waterproof and Top Coats

74 Bay Street Toronto

This is the Plant Where A.R.C. Brand Working Shirts and Gloves are Made

Fifty years ago we began to manufacture, and our motto then and since has ever been first-rate goods at reasonable prices.

The Trade-Mark, "A.R.C." Brand is to-day a guarantee of well-made working shirts and working gloves—lines that sell quick, always satisfy and give the dealer a good, wide profit.

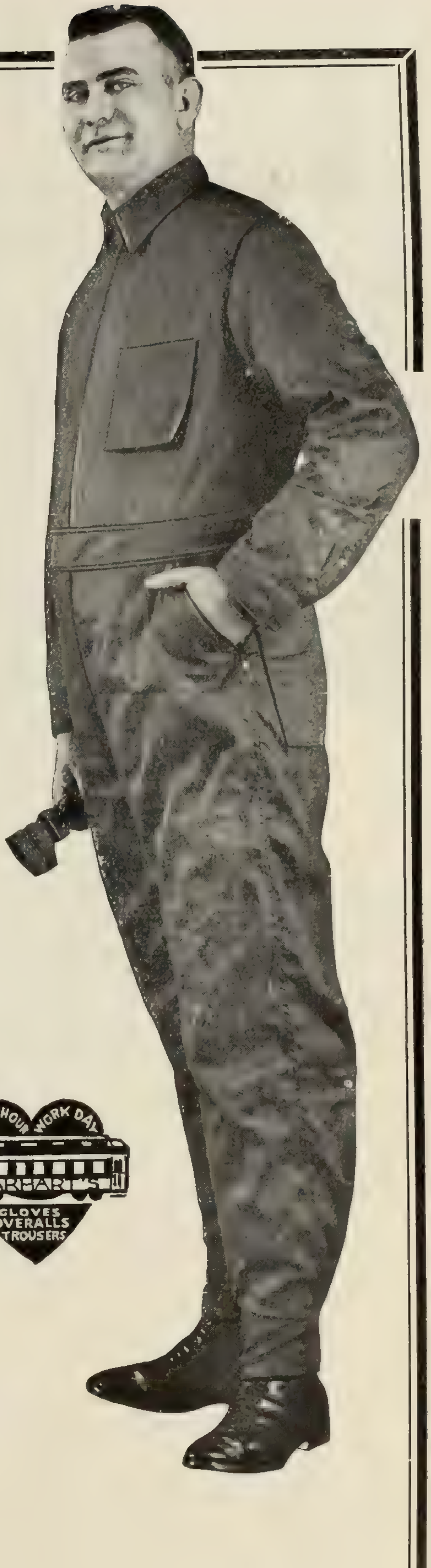
You can buy to advantage from us because the fact that **we tan our own leather** saves you the middleman's Profits.

Think of that when placing your next order. Send a trial order to the house with the 50 years' quality reputation. We'll gladly quote you.

A. R. Clarke & Co., Limited - Toronto

Manufacturers—Gloves, Mitts, Moccasins, Shirts, Sheep Lined and Mackinaw Clothing

Have you ever made a real honest effort to get the motorists' trade?



You'd probably be surprised to know just how many motorists of a mechanical turn there are who are fond of tinkering round their cars, and even when they haven't any great liking for the job they still do it rather than run up a big repair bill.

Here's your chance.

You're familiar with Carhartt Overalls, of course. No doubt you've handled them for years and know how they're made and the fine reputation they deservedly enjoy. Thanks to the satisfaction they give the customer and our policy of persistent and widespread advertising, the public knows these things, too.

Now, to meet the special demands of motorists, we are offering Carhartt Safety-first Allovers, a practical and well-made garment designed to meet the needs of motorists and garage men.

As the illustration shows, the allover garment is made in **one piece,** of a tough, durable denim cloth.

It is neat fitting and well tailored. Besides, it is so constructed that every button is concealed, enabling the wearer in contact with the car without fear of scratching it.

All seams are double stitched. All buttons are rivetted, while the points where the strain is hardest are reinforced to prevent tearing or ripping.

A special feature of Carhartt Allovers is the swing tool pocket, which keeps tools and pencils from falling out when the wearer is beng or stooping over.

If you haven't a supply of Carhartt Allovers in stock, order a sample lot. Put them on display. Use our window and counter cards to tie up with our national advertising. You'll find then that the customers that come for Carhartt's will prove buyers of other things as well. So it will be good business for you all around.

EIGHT HOUR WORK DAY
CARHARTT'S
GLOVES
OVERALLS
TROUSERS

Orders sent in now will be filled at once.

Hamilton-Carhartt Cotton Mills
LIMITED
Toronto Unit

Toronto Montreal Winnipeg Vancouver Liverpool (Eng.)

Get Ready For Your Spring Display

Display Your Spring Garments on the most up-to-date Display Forms on the market—

THE DALE KIND

Manufactured in Canada by Canadian Workmen

Our Display Forms for Men's and Boys' Clothing are

The Most Durable.
The Most Up-to-date.
The Most Economical.

Manufactured by

DALE WAX FIGURE COMPANY, LIMITED
TORONTO,

Canada's Leading Manufacturers of Everything for the Better Display of Merchandise

Montreal: P. R. Munro, 150 Bleury St.
Vancouver: E. R. Bollert & Son, 501 Mercantile Bldg.

The Deacon Shirt Co.

Belleville, Ont.

Manufacturers of:

- **Working and Outing Shirts**
- **Flannels, all Shades**
- **Tweeds. Sateens**
- **Drills. Oxfords**
- **Flannelettes**
- **Night Shirts**
- **Pyjamas**
- **Boys' Waists**

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

The Deacon Shirt Co.
Belleville, Ontario

For Your 1919 Juvenile Department

Plan now to make this a year of record sales in the matter of Boys' Bloomers. The Boys' Trade is worth getting and

Lion Brand Bloomers

will get you your rightful share.

We can arrange to show you a complete assortment good, wearable lines at prices that keep them going.

Write or wire request to

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

H.B.K
BRAND.

FINE DRESS GLOVES

FOR IMMEDIATE DELIVERY

3050—Men's unlined grey suede, 1 dome, Prixseam finish. Decoration: 3-needle, plain.

17.50 doz.

3050/1B—Unlined grey suede, made Prixseam style—1 dome—self-bound. Black embroidery on back

19.00 doz.

WIRE orders our expense. All goods shipped within 24 hours, while the stock lasts.

Travellers now out

The Hudson Bay Knitting Co.

Limited, Montreal

Men like this need a good pair of working gloves

In your Spring Glove displays be sure to include an assortment of

TAPATCO

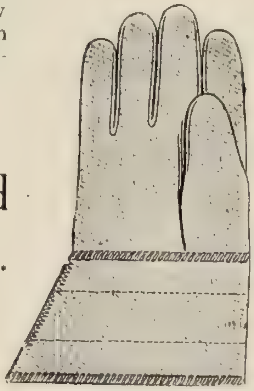
REGISTERED BRAND TRADE MARK

WORKING GLOVES

For Spring time is gardening time and there is no better, more comfortable or more reliable glove than TAPATCO for the Backyard Gardener.

Fine, too, for Mechanics, Motormen, Chauffers, etc. A Big variety of styles:

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights; Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.



The
American Pad
and Textile Co.
CHATHAM
Canada

THE PIONEER HOUSE
OF CANADA

Established in 1852.

HIS MAJESTY GEORGE V.

As popular as His Majesty
are

MONARCH HATS

---a Famous Name of a Famous Line.

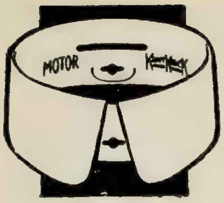
HAVE YOU ORDERED

Cloth Caps
Mitts & Gloves

- FOR NEXT WINTER -

Our Salesmen are now on the road showing a
∴ Complete Line. ∴

L. Gnaedinger Son & Co.
St. Peter Street, Montreal



12 to 18½

14 to 19

A selling talk
on

KANTKRACK
TRADE MARK

Composition COLLARS

THE instant cleanable feature of KANTKRACK Composition Collars is only one point of appeal. But add to that the smartness of the different styles and the real linen-like finish and you have a collar proposition that will "get across" with practically every man in your town.

And remember this — **KANTKRACK** Collars cost little more than real linen collars, but one KANTKRACK will outlive many of the linen or cotton variety.

One Grade Only
and that the best

Put a sample assortment in your show-case to-day and try them out. One price to every customer from Coast to Coast.

The
Parsons & Parsons Canadian Co.
HAMILTON, ONT.

ESTABLISHED IN U.S.A. 1879
ESTABLISHED IN CANADA 1907

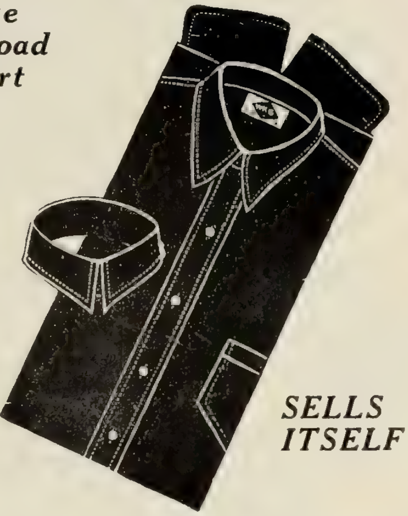
13 to 18

12 to 19

THE
"HERCULES"

W·K·G

Blue Railroad Shirt



SELLS ITSELF

Extra heavy, extra strong. Special Blue Indigo dyed Percale. Double stitched, double seamed—can't rip. Big and long—two collars.

Write to-day for prices and samples of "Hercules" work and Negligee Shirts.

Mention this ad.

Prices May Go Up
Cannot Go Down

To introduce our new line of

"Hercules" Boys' Wash Suits

we have packed a sample dozen, all different styles, which we will send prepaid on request. You may retain the sample dozen or return "Collect." It costs you nothing to see them.

THE HERCULES GARMENT CO.
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EXPRESSLY FOR
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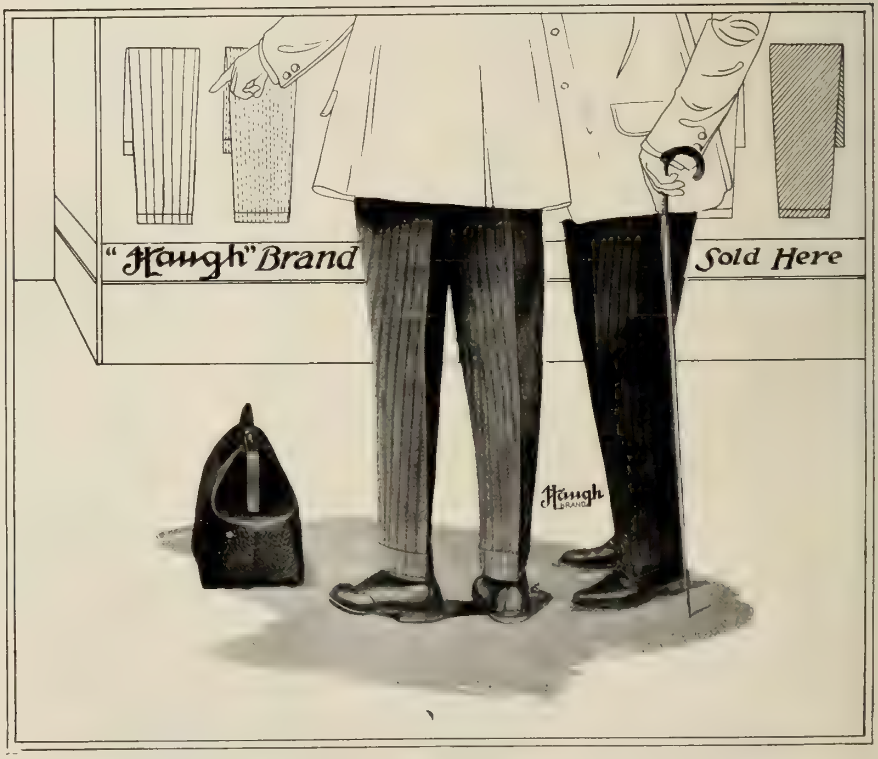

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MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 9 TORONTO, MARCH, 1919 No. 3

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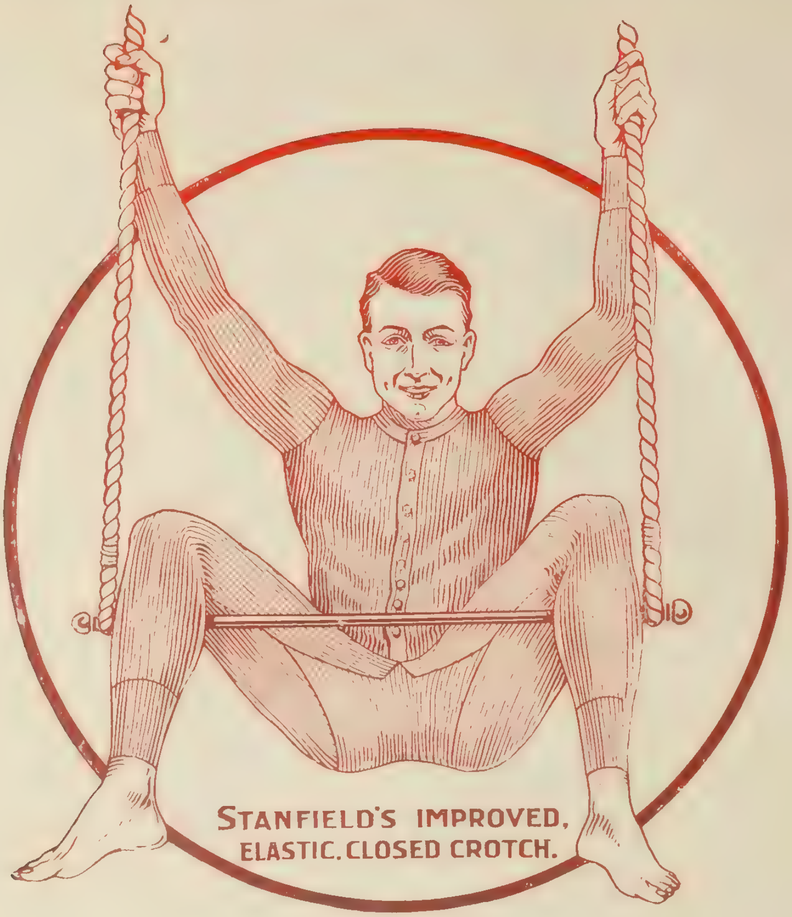

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Unshrinkable
UNDERWEAR

Your Leader for next Fall.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, MARCH, 1919 No. 3

FROM WAR TO PEACE

From an Article Written by a Member of the War Lecture Bureau

PEACE has come upon us no less suddenly than war. To restore Canada to a peace footing will place a greater strain on our national resourcefulness than did the process of becoming a belligerent. For one thing, the transition is more abrupt. Our battalions were mobilized and sent abroad over a period of years. Our wartime industry for the manufacture of munitions was developed gradually as the needs increased. But now the war machine must suddenly be scrapped within a few months. On the 11th of November the fighting man's work was done. It has become our duty to disband our battalions as rapidly as possible. On the 11th of November every new shell became an encumbrance and an economic loss, and the vast fabric which we had created to make munitions of war had to be transformed to suit the requirements of peace. In a few hours, the work of 500,000 or 600,000 men engaged in forging instruments of destruction in Canada, or in using them abroad, was finished. These men must now be restored to a permanent sphere of usefulness with the least possible delay and the minimum of dislocation in a country that needs their services.

Our problem is not concerned only with the men. Thousands of women went overseas early in the war to be near their husbands as long as this was possible. These with their children have also to be brought back and re-introduced to communities that may have altered much since their departure. There are many of them to whom Canada is a strange land, yet a land of promise. There are the newly-married wives of soldiers — English, Scotch and French women, who, with their soldier husbands, must be given the opportunity of a fresh start in life. They are coming to Canada in the dead of winter; it is not a time for home-making. If they are returning home or coming for the first time, it is equally our duty to see that they, along with their men folk, have a genuine welcome

Our grave obligation to the soldier and his family cannot be questioned. The modern state is happily more conscious of its responsibilities to the fighting man than was ever the case in the past, for this is "the first war since the world began which has seriously disturbed the conscience of mankind, and set it working on the duties of conscious remorse and active gratitude." The duties of restoration which, as a nation, we have been led to assume are not to be evaded.

The process of making a soldier into a civilian is no easier than that of turning civilians into soldiers. Every man, with few exceptions, discharged from the army will be thrown into civil life with the loss of precious quality of initiative, a loss serious in proportion to the length of his service. The private soldier lives a life in which his thinking is done for him. He is forbidden to rely on his own judgment, and he is forced to accept, even in regard to the trifling details of his existence, the orders of a superior. The soldier's discharge cannot alter this carefully developed habit of mind. When he originally became a recruit he remained a civilian for months after he put on the uniform, the reverse is equally true. After his discharge the soldier is still in effect a soldier until a forgotten attitude of mind has had an opportunity to re-assert itself. Through a critical period, just when he should be re-establishing himself in civilian life, the easy-going fatalistic habit of the old soldier is likely to cling. This we must keep in mind lest the ex-soldier be made a victim of his very patriotism. It is an irony of fate that the man who has been under the heaviest strain "in the line" will inevitably find the transition to peace the hardest to accomplish. And the relaxation from a rigid discipline and the dreary monotony of routine are perils which will confront every soldier wherever his work may have lain. The public will only need to be reminded of this to view his problem with an understanding mind. The returned soldier does not ask for sympathy or for favors; but he is entitled to receive as his right, both from his employer and from his fellows, an intelligent comprehension of his difficulties.

Canadians owe a solemn debt, a debt beyond repayment, to the men of their Expeditionary Force, who, let us never forget, placed themselves between us and the German host. But if our obligation to them can never be discharged in full, our simple duty as their fellow citizens will not be accomplished until the last man to leave the army has been re-established in our national life. He must be given a chance to re-discover himself in a world that will be strangely new.

There is, perhaps, a danger in the demonstration of welcome that meets the returning soldier. The brass band, the cheering and the speeches are right and fitting in their proper place, but these we must follow up with patient, determined effort to help the home-comer find his feet and become a citizen again. In the rehabilitation of the soldier the State has assumed tremendous responsibilities — the payment of pensions, the provision of special training for vocations and opportunities of employment, arrangements for settlement on the land. To accomplish this great end we have set up a system of excellent machinery, skilfully operated. But the system is useless without the co-operation of the public. In a democracy governmental action can move little further than the will of the people themselves—the will of these men and women who make up the State. Governmental machinery, however effective, and however extensive, can only work in an atmosphere of co-operation. Co-operation is the oil which keeps the machinery running. Let no man criticize who will not help.

Demobilization is a misleading word. It suggests undoing, the scrapping or the putting away of a machine. We are really putting nothing away; on the contrary, the resources, human and material, which we organized to win a war, must again be concentrated on the tremendous effort of Restoration, Readjustment, Reconstruction—three R's as fundamentally important as the three R's of our school days. We are not reverting to a pre-war condition. "Back to mufti" is perhaps a misleading phrase. We are not going **back**; we are going **forward**, and with the stimulus of a new purpose. The need for action is now as urgent as it ever was, for we are not demobilizing—we are mobilizing for peace.

During the war the energies of the nation were concentrated on one great single task. Every organization, public or private, was bent on carrying its share of the load. In the army, the organization of finance, the munitions industry, and so down to the smallest Red Cross circle—everyone was engaged in "doing his bit." This is the spirit we call patriotism. We associated it with the war; in many cases the war gave it birth. But patriotism does not **end** with the war. Our "bit" whenever it began was not "done" when hostilities closed. We cannot afford to lose the spirit of service. We now have a new task called by a longer name than war, not so easy to visualize, at first blush less interesting—a job which cannot arouse the popular enthusiasm. **Reconstruction** requires no less devotion, energy and team-work than did the war itself. Now that the peril is gone, our tendency is to slacken off. Yet if we really allow a dissipation of effort to take place, if we wrap up our patriotism and put it away, we are going to fall into the tremendous error of not taking advantage of what the war has given us—the chance to rebuild a nation. Further, we will not slip back into our pre-war attitude, into the easy-going days of peace; the pendulum may swing to the extreme of disorganization. There is a danger that in the reaction which follows our great effort, we might find ourselves far less efficient, less united, than we were before the war.

The war was won by team-work, by the willingness of every individual to play the part that was set for him to play. In the last four years we have been accustomed to subordinate our own personality and interest to the common good. This lesson, taught us above all by our Army, must not be lost; team-work is still supremely important; team-work will see us over the critical year which lies ahead. Co-operation, co-ordination—call it what you will—we must have it at all costs; there is no place for the man or woman or the organization, public or private, who wants to play a lone hand. The work of restoration must come first, our dignities and ambitions second. In this as in all great tasks there must be a fusion of effort.

The next few months will be a testing time. All transition periods impose a strain on human nature. Canadians owe it to their country to have faith, to have confidence in themselves—in each other—in Canada. Prosperity,—financial, industrial and commercial—all material welfare, must be founded on a basis of mutual confidence. Such an attitude should not be hard for us. In material things we have found ourselves a nation in the last four years. At the end of fifty-one months of conflict to be able to raise a loan of $670,000,000 in a population of 8,000,000—this in itself is a witness of our physical powers. But our strength is not only physical. To realize the **moral fibre** of Canadians, one has only to think of the half-million men who were prepared to give all they had for the sake of an ideal. And this is where lies our example for the years to come. Our army had a job to do. They finished it magnificently. We at home have a job still to do. As an Army of Reconstruction we can follow up their work; make good their gains. Only as a united Army of Reconstruction can we carry the country over the difficult road FROM WAR TO PEACE.

RETAIL CLOTHIERS' CONVENTION

Held at King Edward Hotel, Toronto, on February 18th and 19th, 1919

Reported by R. H. BEDELL

SOMEONE aptly said that what was worth doing at all was worth doing well. The Retail Clothiers of Ontario, at their first annual convention, do not have to take their hats off to any other organization of a similar kind in America. The convention was a huge success both from point of numbers, quality of speakers, and amount of valuable information dispensed to the delegates. The delegates themselves numbered over two hundred, amongst them some of the foremost business men of Canada.

With an organization of this kind the clothiers and men's furnishers in Canada will be able to introduce new legislation for the betterment of their business, for the curbing of illegitimate sales, fraudulent advertising and many other evils that are common to all branches of the retail, wholesale and manufacturing trade. For the benefit of those who were not among those present, we will give a summary of some of the questions discussed. They are of vital interest to your welfare, they forecast the dawn of bigger, better, cleaner business for every line of trade. The programme was comprehensive and we reprint it in full:

Tuesday—February 18th, 1919.

9.00 a.m.—Registration of Delegates.
10.00 a.m. Official Welcome and Reception Sir Wm. Hearst, Premier of Ontario; His Worship Mayor T. L. Church, and Members of the Board of Control.
10.30 a.m. Opening Session.
Chairman's Remarks—Ed. Mack.
10.45 a.m.—Roll Call—Introduction of Visiting Delegates
11.00 a.m.—Address—W. C. Miller, Secretary, Ontario Provincial Board.
11.30 a.m.—Appointment of Committees.
(1) Committee on Resolutions; (2) Committee on Legislation; (3) Committee re Question Box; (4) Committee on Membership.
12.00 noon.—Adjournment.
1.30 p.m.—General Session—Business Resumed.
1.45 p.m.—Receiving of Resolutions.
2.00 p.m. Address - John C. Kirkwood, Esq., Business Council.
"Ascertaining and Recovering the Cost of Doing Business"—"Making a Net Profit of Thousands per Year"
"Salary for the Boss" — "Selling Enough or the Matter of Turnover."
Queries and Discussions on the Above subjects."
3.00 p.m. "Fifteen Minute Talks," by the following speakers: "Value of Window Display," Mr. J. C. Begg, Hamilton; "Dishonest Advertising," Mr. Thos. M. Humble, Toronto; "Value of Co-operation between the Boss and his Staff," Mr. Bryant, Belleville.
Queries and Discussions on the above subjects.
4.15 p.m.- Address—"The Retail Merchant a Nation Builder," Mr. R. D. Cameron, Lucknow.
4.45 p.m.—Address—"Getting the Most out of Your Territory," Mr. C. J. Halliday, Chesley.
Address—"Unfair Competition," Mr. Greene (Greene, Swift & Co., London)
Queries and Discussions on the above subjects.
5.00 p.m.—Adjournment.
7.30 p.m.—Theatre Party, Loew's Theatre, Yonge St.

Wednesday, February 19th, 1919.

9.00 a.m.—General Session—Business Resumed.
Address—Mr. Chas. E. Wry, Secretary National Association of Retail Clothiers of U.S.
9.30 a.m.—Consideration of Resolutions.
10.00 a.m.—Opening of Question Box and Discussion Thereon.
10.45 a.m.—Address—"Modern Methods of Retail Merchandising," Mr. F. W. Stewart, Managing Director, Cluett-Peabody & Co., Ltd.
11.15 a.m.—Election of Officers Installation.
11.45 a.m.—Address—"Satisfying your Customer."
12.15 p.m.—Adjournment.
1.30 p.m.—General Session—Business Resumed.
Address—"Making Your Advertising Human," Mr. Purkis, J. J. Gibbons Advtg. Co.
2.00 p.m.—Address—"How Shall We Buy for the Fall of 1919?" Mr. Henry L. Houseman, National Association of Retail Clothiers.
2.30 p.m.—"Fifteen Minute Talks," by the following speakers: "Salesmanship," Mr P. Bellinger; "The Re-clothing of Returned Soldiers," Mr. R. F. Fitzpatrick.
Queries and Discussions on the above subjects.

3.15 p.m. Conference with Clothing Manufacturers. Speakers: Mr. H. Vineberg (H. Vineberg & Co., Montreal); Mr. Greene (Greene, Swift & Co., London)
4.00 p.m.—Unfinished Business.
Reports of Committees.
4.30 p.m.—"Fifteen Minute Talks," by the following speakers: "The Clothing Situation as I See It," Mr. Ed. Mack; "Reporting Delinquent Debtors," Mr. E. Newton.
Queries and Discussions on the above subjects.
5.15 p.m. New Business.
Arranging date and place of next meeting.
5.30 p.m. General Session continued until completion of business.
7.30 p.m.—Complimentary Banquet, King Edward Hotel.

God Save the King.

Giving the Boss a Salary

This question was ably handled by Mr. John C. Kirkwood. Mr. Kirkwood strongly advised every owner to take a minimum salary of $1,500, or enough to keep his family in decent comfort. He also pointed out that it was his practice to not let his clerks or salesmen run charge accounts for merchandise bought in his store, but that he sold them their goods at cost. He stated that this is not the time to sacrifice stocks for what they will bring, and as far as he is concerned, that time never will come.

He brought out a good point when he stated that every merchant should keep a monthly estimate of sales, so that at any time, if a fire should take place, that he would know, by deducting his sales from his stock, exactly what his loss had been.

One delegate caused much merriment when the question of discounts was being discussed by saying he kept a seperate bank account for all discounts. That is, he made out a check to himself once a month for total cash discount taken and deposited this in his wife's name. He ended with a remark on the side that he thought his wife had a nice fat bank account by this time, for he had been practising this custom for some years.

Cost of Doing Business

Ten points that can be applied to any and every business to find out actual cost if carrying on that business:

1, rent; 2, fixed expense; 3, labor; 4. delivery; 5, advertising; 6, miscellaneous; 7, losses; 8, depreciation; 9, interest on loans, etc.; 10, wage due capital.

Value of Window Display

Mr. J. C. Begg, of Hamilton, brought out some valuable points in his discussion of this point. We use the word discussion, for he was frequently interrupted by some light-hearted fellow delegate trying to take a rise out of Hamilton's representative merchant. Mr. Begg does not think that floral displays are in good taste in the window of a men's store. He said, and it was generally conceded by the other delegates, that decorations should be more in keeping with the class of customer you were appealing to, that flowers, etc., were more in keeping with ladies' and children's wear. Backgrounds should harmonize along the same lines, that is, something that is distinctly connected with men's tastes.

He pointed out a feature of advertising that is not generally exploited by retail merchants, that of appealing in a sane way to the curiosity of the average individual. As an instance he recalled passing a building that was in the course of erection, and around which was the familiar board fence; in this fence were cracks and knot-holes, and he was struck by the number of people that would stream up and take a peep through the knot-holes, and he went back with an idea that somehow he was going to make use of that curiosity element in his advertising.

Later on an opportunity came up and he had made a large telescope which he had placed in the market square at Hamilton. Over this telescope he had a sign with a picture of the sun at the top reading, "See what the sun is saying." Then inside of the telescope at the large end he had a card placed so that it was easily and quickly read. "The sun always shines on Beggs'." "The brightest and squarest store in Hamilton."

This, he said, was a big drawing card and the cash register tinkled the right sort of tune. Another point brought out was the inadvisability of displaying too many prices in the same window, that the window gazer was muddled, and consequently was a hesitant buyer if he came into the store. It was better to dress windows with only one or two suits at the same prices than a jumble of articles at different prices.

Mr. Fitzpatrick, talking on the same question, that of window dressing, remarked that it often disgusted him to see suits, or overcoats in a window that looked as if they had just come out of the box in which they were shipped by the manufacturers. That until merchants generally realized that goods should be pressed and placed carefully in windows, the idea would prevail among the public that made-up clothing was not as good as tailor-made. Mr. Mack, the secretary, endorsed this idea by saying he always had suits and coats pressed before they were put in display windows, and that he would rather see only one pressed suit in a window than a dozen unpressed.

Value of Co-operation Between the Boss and Staff

Belleville's representative merchant handled this question simply and sincerely. He stated that the employer could not make a success of his business if he did not have the hearty co-operation of his staff. That an employer must have no secrets as far as his salesmen are concerned. Be free with them. Have them glad to see you when you come into the store. The day for cultivating the "better than thou" opinion was passed. Once a year have a heart to heart talk with your staff; tell them what they have helped you accomplish, and decide then and there what your objective as regards sales is to be next year. Don't be backward in making a high estimate. Every year he has made a higher one that almost seemed to be impossible, but every year they reach and pass the high water-mark of sales. If there is hard feeling amongst two members of the staff, send them down cellar, let them decide it there once and for all, then if a satisfactory decision has not been arrived at fire one or both of them. You have to all pull together these days if you want to make a success of your business.

The Retail Merchant a Nation Builder

One of the most brilliant speakers and a man among men, was R. D. Cameron of Lucknow. To Mr. Cameron the delegates owe a vote of thanks, and by the way he got it more than once. His address was most entertaining and instructive and made one feel that Canada has a lot to thank its pioneer merchants for.

As Mr. Cameron pointed out that where there are a few settlers in an outlying district there you will find a store located with care, either at a cross-roads, by the side of a river, or on a knoll overlooking the small settlement. As the settlement grows other stores group themselves around this section, and it is here that the busy down-town of to-morrow has its start to-day. The first merchant in the pioneer days invariably chose a good location, and the business section is a memorial to him. The Hudson's Bay Co. was responsible for the starting of a great many of the Western cities; they established a post where the fur-traders would be sure to pass, and it was not long before the post became a hamlet, a village, and is now an important town or city. Mr. Cameron pointed out that to-day, as in former days, the merchant was educating the new-comers and doing his share to make the emigrant a good Canadian citizen.

Formation of R.M.A.

Mr. Houseman, president of the Retail Merchants Association outlined the history and formation of the present association, how it started with four men twenty-three years ago for the betterment of their own businesses, they in turn interested others in the movement and as their organization started to make itself felt, the Quebec association suggested affiliating themselves with the Ontario organization, and it was not long before a Dominion association was formed as a result of this co-operation.

Mr. Houseman pointed out that it had come to his attention that some merchants in the West were using the Thrift stamps as a trading stamp, and that according to the Banking Act this was illegal.

Unfair Competition

On this subject Mr. Greene of Greene, Swift & Co., London, Ont., stated that "competition is the order of the day." But that so-called legitimate competition was not always fair, as an instance he pointed out that it was not fair to label your store, Scotland, or English woollen store, when the majority of your stock is Canadian tweed. It creates a false impression on the mind of the customer who is of the opinion that what he is buying originated in Scotland or England.

Mr. Greene started his career as a com

Ontario Clothing Convention Banquet at King Edward Hotel, Toronto.

mercial traveller and later was interested in two stores in Montreal, so that he felt he was not an outsider at the convention.

He thought it would be poor policy on the merchants part to run special sales at this time to reduce stocks. That the sources of supply were practically cleaned up and generally speaking retail stocks low. Along the same lines he said that very often the merchant in planning sales did not take into consideration the overhead expense connected with the articles specially priced for sales; that an article invoiced at $20.00 would have to sell for $24.00 if cost was to be made out of it.

Bulk Sales Act

This act came in for some general remarks, questions and explanations. Mr. Miller the secretary of the R.M.A. enlightened the delegates along these lines. He said that the Bulk Sales Act was for the protection of the wholesaler, the manufacturer and the man buying out a business. That some of the main points to remember were: that before a merchant can dispose of his business he must obtain the consent of sixty-five per cent. of his creditors; that a written release must be secured from them before sale can be concluded legally; if acting in the capacity of buyer that to be sure and see that former owner had secured release.

Call a Spade a Spade

Mr. Farr, of Hamilton, called the delegates' attention to the fact that there was too much underhand competition, that some merchants when asked about material would call it a blue grass wool or some other high-sounding name, whereas in reality it was common ordinary cotton. Mr. Farr appealed to the chairman to advise him how he could retain a customer if when asked if his goods were wool and if he could guarantee them, and he told the customer no, there were not wool but cotton and he could not guarantee them? The chairman asked a delegate to answer this question and Mr. Cameron answered, that as far as his business was concerned, that if a customer asked him if he could guarantee some lines that he conscienciously knew that he couldn't, he generally said: I'll give you the Irishman's guarantee, "that sure it will wear till its worn out, and what more could any man want." This, Mr. Cameron said, usually created a laugh and the question of guaranteeing was overlooked.

Mr. Begg, of Hamilton, backed up this idea and stated further that eventually the dishonest merchant overstepped the mark and would have a reputation that would soon put him out of business.

Get Together Movement

Mr. E. R. Fisher, of Ottawa, said that he had heard there was a war on in Hamilton amongst the clothing merchants, that he thought the merchants there spent more money in advertising in a week than the Ottawa merchants spent in a month. That this advertising cost a pile of money that should be going into the proprietor's pocket or distributed in bonuses to the staff. That this so-called war could be stopped if the merchants would get together in a friendly way and thresh out their grievances. That the fellow on the next corner whom they had always looked on as a skunk, would turn out to be a good fellow after all. That in meetings of this kind inestimable good was done and he would strongly advise Mr. Begg to get busy and start something.

Mr. Begg ably replied in behalf of his Hamilton friends, and his remarks called forth much merriment from the delegates.

It came into your editor's mind that if there had been more merchants from Hamilton they would have just naturally become friends in sticking up for their home town.

Mr. Begg stated that the reason he used newspaper space to such an extent was that he could talk to 30,000 or 40,000 people in a day and it would take him a month to talk to that many over the country.

Special Discounts Favors

Under this heading a number of prominent merchants voiced their opinions, and it was decided that the manufacturer giving retail merchants jobbers' prices should be appealed to, and if the appeal was not enough, that their orders should be withheld from them. This was carried in the form of a resolution and will be further dealt with by the committee.

Second Day

The second day of the convention was even better attended than the first, there being over two hundred delegates in the room at one time.

Mr. Wry, the secretary of National Association and a guest of the Ontario convention gave a splendid address on how the American organization was formed, the way it worked in conjunction with the retail clothiers and the war board to the advantage of both.

Mr. Wry had a slogan that the clothiers here can take as their own. "Get together — organize — co-operate." and "don't let George do it all" George in this instance being the committee.

The National Association was organized 15 years ago and has had its ups and downs but like the snowball on a warm day if sent down hill, it becomes larger and larger till finally it gets attention. This association was started as a state association in Iowa, but soon so many inquiries were pouring in on it that separate state organizations were started, and they in turn had representatives on the national board.

As an instance of how this association saved the merchants thousands of dollars, the United States War Trade Board had decided to issue a proclamation to the people that due to the shortage in woollen goods they were asked not to buy any woollen goods. Mr. Wry was able to convince the board that this would be a great mistake and an injustice to the merchants. That hoarding would start and that the effect would only be to create a further shortage. That the remedy was to get the wholesaler and manufacturer not to make any further woollen goods for civilian trade, and that the retail merchant conserve as much as possible stocks on hand. These good sure methods prevailed and stopped speculation by those who were disloyal to their country.

One of the things that this association found out was that the meanest competition was carried on by those firms who did not know the first principles of the business they were running, and consequently often sold goods for less than the cost price.

Next March they are opening a school under the auspices of the National Clothiers' Association to teach the merchants practical ideas, salesmanship, buying and advertising. All these lectures will be prepared and given by experts in their own lines and every lecture before being delivered will first be censored by the committee.

Collection of Accounts

In this connection the collection system of the R.M.A. came in for favorable comments. One member stated that only a short time ago he had collected a bill of $30.00 that he had allowed to stand over for some time on account of the man of the house enlisting, but that when he found out that the parties had left debts in the towns they previously lived in he was determined that this account should be paid. At first when he took it up personally, the creditor laughed at him, but when he showed them that their name had been put on the dead beat list, and would be again, the money was handed over and he feels sure that one "dead beat" is cured.

The Question Box

Some of the questions the secretary, Mr. Fitzpatrick, read out were very interesting and when an answer was asked for they were usually right to the point.

One of the questions was how to determine the amount to spend on advertising. This was thoroughly threshed out, and the general opinion was that for as established business from 3 to 5 per cent. on gross sales was the usual amount, this as high as 7 or 10 per cent. for a new business.

Another question was: "What is a fair margin for overhead?" The answer was usually for an average concern about 15 to 25 per cent.

Question.—Who are the parties advising merchants to dispose of their stocks?

Answer.—The Kelly Sales Co., of Chicago.

Question.—How can we overcome the practice of some retailers of giving soldiers special discounts?

Answer.—By assuring the soldier that, in most instances, when a discount is offered it is usually put on the price of the goods in the first place.

One member following this answer said he knew of some merchants who employed returned soldiers to meet their comrades at the station and give him a card and if a sale was made, the solicitor was given 15 per cent. commission.

Another delegate said he had it brought to his attention by two customers who had gone into an opposition store advertising lower prices for the returned men, that they had gone in uniform one day and priced the goods, and next day had put on civilian clothes and again went into the store and found that the same clothes they had looked at while in uniform were offered to them for seven dollars less than the day before.

The Election of Officers

Mr. Ed. Mack was enthusiastically proclaimed president of the Ontario section. Mr. E. R. Fisher, of Ottawa, vice-president; Mr. R. D. Cameron, 2nd vice-president; Mr. Bellinger, treasurer; Mr. Fitzpatrick, secretary.

The Committee

A committee of five were then appointed. On this committee are: Mr. Begg, of Hamilton; Blair, of Ottawa; Gray, of Chatham; Bryant, of Belleville, and Trow, of Kincardine.

Next Convention

It was put to the vote as to where the next convention would be held, and after a tie vote between Toronto and Ottawa, the first time, it was again voted on and Toronto is to be again honored as the meeting place of the 1920 convention.

After a short recess for lunch the chairman again wielded the hammer and the meeting came to order. The first subject taken up was: "Dishonest Advertising."

This was delivered by Mr. T. M. Humble, of the R. G. Long Company, and his remarks were right to the point and most interesting. In the course of his address he said, that 27 states in the United States had made false advertising a criminal offense and had registered convictions with imprisonment and fines up to $3,000.

Another delegate said that mail order houses should be taxed for the amount of business they transacted in each section.

That newspapers should be asked to stop carrying misleading advertising, and that if they refused, then decline to give them your ad to be run in same paper with this class of advertising.

Modern Methods of Retail Advertising

Mr. F. W. Stewart, managing director of the Cluett, Peabody Co., gave some enlightening information on this subject. He brought out the difference in methods of selling a merchant to-day, and that of how they used to first all retire to the hotel, load up for a half day before either party dared come around to the subject of buying or selling. Mr. Stewart pointed out that the treating days are now over even in the wet Provinces, and that a salesman has to be respected by the employer and merchant alike. To secure sales to-day "man to man" methods must be employed.

Discounts

In speaking about discounts, Mr. Stewart said that it was not a matter of by-gone days for the merchant to take discounts or expect them thirty or sixty days after the period expired.

Read Trade Newspapers

"The trade papers, to my mind, are a very reliable source of information; they are an exchange for new business methods, advertising ideas, and information of general interest to the trade they represent; and a big man was never too busy to get in touch with things outside of his own immediate surroundings.

Retail Advertising

"In all your store announcements bring out your own name prominently. Many a good pulling ad. is spoiled by the name not being connected in a large enough way to get the reader's attention.

Relation of Credit Dept.

"Many retailers look on the credit department as their avowed enemies, whereas if they only knew it, they were their best friends.

He pointed out that he would rather give a merchant who understood his business a line of credit than a merchant who was not a practical man, but who had financial backing behind him. The first was infinitely the better risk. The credit department, therefore, protects the merchant who pays 100 per cent. on the dollar from the man who fails and throws his stocks on the market at 50 per cent. reductions.

Checking Up Departments

Too many merchants overlook the question of whether one department was paying the losses of another department. That it would be good policy to check up each department once a month, see which ones are paying a good profit, those netting a small percentage over cost and those in which a loss is being carried; and by watching carefully the losing departments may pick up, or if they don't, throw them out.

Overhead on Cost

Goods invoiced at $1.00 as soon as they enter your store have an added overhead charge of 25 cents, and prices should be figured from this basis.

Cause of Failures

"Nearly ninety per cent. of failures are caused by lack of experience and system, and only 10 per cent. caused from lack of business."

Clothing Returned Soldiers

The secretary, Mr. Fitzpatrick, brought out some splendid points here, and some that every retailer can use to his advantage:

1. Don't exploit the returned soldier.
2. Soldiers will pay, and are glad to pay, the same price as anyone else.
3. Give soldiers 100 per cent. value for their money, they don't want special consideration.
4. Volume of sales no good to any merchant unless regular profit is made.
5. Don't let camouflage come between you and your customers.

Closer Relationship Between Retailer and Manufacturer

One of the most humorous speakers of the entire session was Mr. Vineberg, of Montreal, who was a guest of the association representing the manufacturers. Mr. Vineberg is a small man in stature, but a big man in every other way. Mr. Vineberg says:

"Don't encourage the manufacturer to make shoddy garments by showing him the real article and then asking him to make you one a few dollars cheaper. He will put plenty of braid on to make up for the quality and workmanship he leaves out. You may lose one of your best customers by selling him an imitation instead of the real thing."

Mr. Vineberg congratulated the association on the success of its initial convention, and hoped it would have a happier ending than an association that was formed in Russia some years ago. This association was formed between a group of men, who, at times, found they did not have the money to buy their favorite beverage, Vodka, for a certain holiday, so they decided that each member was to buy and put in two gallons of the liquor and put it in a large container for the use of all on this certain day. Mr. Wiseman, the last one of the party, had a brilliant idea: Why not put water in for his two gallons; it was plenty strong enough already. He did and like most greedy men, he was the first to take a drink. The rest we leave to your imagination: all the rest had the same idea as the last man. Mr. Vineberg added that the Clothiers' Association was formed for a better purpose, and would, undoubtedly, grow from the baby it was to-day to a great big, healthy child that would make itself felt in the future.

Mr. Greene on Returning of Goods

When a customer wishes to return goods, he should invoice them back to consignor, get a proper receipt from the cartage or express agent, and notify the firm from whom goods were purchased. In case of damage to goods or packages lost from shipments, notice should be given carriers immediately, so that goods can be traced, blame placed and settlement made quickly.

Mr. Greene also pointed out that taking part of goods from an order made the consignee liable for the whole shipment, should the consignor wish to press the point.

That unpleasant relations can be avoided by first writing and obtaining permission to return goods. That no manufacturer appreciates goods being dumped back on him without notice.

The following resolutions were adopted and will be attended to by the committee. The committee then adjourned later to be banqueted at the King Edward Hotel.

RESOLUTION
RE THE FORMATION OF A PROVINCIAL COMMITTEE OF THE CLOTHING SECTION.

THAT WHEREAS it is deemed advisable that the interests of the Retail Clothing Dealers should be properly taken care of, and a great many trade evils eliminated THAT we believe that this can best be done by becoming associated with and by forming a section to be known as "The Retail Clothing Section" of "The Retail Merchants' Association of Canada," Ontario Provincial Board, and that we here assembled do hereby agree to become members of said section, and to adopt the constitution of "The Retail Merchants' Association of Canada," and to be governed thereby, and that we proceed to elect our officers forthwith.

RESOLUTION
RE DISCRIMINATION IN PRICES.

THAT this convention desires to place itself upon record as being opposed to the system adopted by some manufacturers of giving special prices to some dealers, who make it a practice to advertise certain lines of goods at lower prices than the said goods can be purchased by the ordinary retail trade; and that whereas the legitimate retail trade are collectively the largest buyers, and as such they contribute most towards the profit of manufacturers; that we ask that this system be discontinued, or otherwise we ask the manufacturers to adopt the price contract or re-sale selling plan, whereby these price-cutters cannot use staple lines for the purpose of deceiving the public.

RESOLUTION
RE RETURNED SOLDIERS.

THAT WHEREAS a large number of retail clerks and others in the employ of retail dealers have enlisted since the outbreak of the war, and whereas a large number of them are now returning, partially wounded, as well as disabled, and that when they are discharged from the convalescent homes and seek employment, be it resolved that we, as members of the Retail Merchants' Association of Canada, request the co-operation of all retailers in assisting them to secure positions which will not only be suitable for them, but also be as remunerative for them as possible, and that we urge upon all retailers the necessity of giving them the preference, so as to show our appreciation for the sacrifices they have made for their King and Country.

AND BE IT FURTHER RESOLVED that a committee be appointed in every branch of our Association throughout Canada to co-operate with other bodies and with the Dominion and Provincial Boards of our Association, in order to secure statistics and other information relating to the qualifications of those seeking employment.

RESOLUTION
RE CARTAGE CHARGES.

THAT it be a recommendation from this convention that the subject of cartage charges be taken up with the wholesalers and manufacturers at a joint meeting that will be held at this session, with a view to relieving the retail trade of the charges made at one end.

RESOLUTION
GOVERNMENT EMPLOYEE ACCOUNTS.

THAT it be a recommendation from this convention to the incoming Executive that they interview the Premier and members of the Dominion Government, with a view to making it possible to collect amounts from those Government employees who make it a habit of not paying their accounts with retail merchants.

RESOLUTION
RE BUSINESS TAX.

THAT WHEREAS the officers and members of the Ontario Provincial Board desire to have the rate of 25%, which is placed on the value of land and premises of all retail merchants so as to ascertain the amount of business tax that they now pay, be reduced to 10% of the assessed value instead of 25%, be approved of by this meeting, and that we hereby agree to assist the Executive officers of the Ontario Board to secure the same

RESOLUTION
RE AMENDMENTS TO THE PRESENT LIEN LAW.

THAT WHEREAS some sections of our Association find it necessary to have the present Ontario Lien Law amended, and they are asking our support to help them in securing the same, that the Executive officers of this section be authorized to co-operate with the Executive officers of the Ontario Provincial Board to assist them in securing such legislation, providing it meets with the approval of the officers of this section.

RESOLUTION
RE FALSE ADVERTISING.

THAT it be recommended from this convention that the Criminal Code, re False Advertising, be amended as set out in the Act. The amendments are specified in capital letters, and which are as follows:—

4-5 GEORGE V., Chap. 24
An Act to Amend the Criminal Code
(Assented to 12th June, 1914)

His Majesty, by and with all advice and consent of the Senate and House of Commons of Canada, enacts as follows:

1. The Criminal Code, chapter 145 of the Revised Statutes, 1906, is amended by inserting the following section immediately after section 406 thereof:—

406A. Every person who EITHER HIMSELF OR BY HIS AGENT, SERVANT, EMPLOYEE OR ANYONE ON HIS BEHALF, knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property, or any interest therein, containing any false or MISLEADING statements or false representation which is of a character likely to or is tended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, OR IS LIABLE TO MISLEAD ANYONE AS TO THE TRUE VALUE OF SUCH PROPERTY, shall be liable, upon summary conviction, to a fine not exceeding two hundred dollars, or to six months' imprisonment, or to both fine and imprisonment, or, in THE CASE OF A CORPORATION, TO A FINE NOT EXCEEDING FIVE HUNDRED DOLLARS.

THE PRODUCTION BY THE INFORMANT OF ANY ADVERTISEMENT CONTAINING ANY STATEMENT ALLEGED TO BE FALSE OR MISLEADING SHALL BE PRIMA FACIE EVIDENCE THAT THE SAME WAS PUBLISHED BY THE PERSON WHOSE NAME SHALL BE MENTIONED THEREIN AS THE ADVERTISER OR PROPRIETOR, OWNER, AGENT OR MANAGER, AS THE CASE MAY BE, OF THE BUSINESS REFERRED TO IN SAID ADVERTISEMENT. THE WORD PERSON SHALL INCLUDE AN INDIVIDUAL OR PARTNERSHIP, COMPANY OR CORPORATION.

RESOLUTION

MANUFACTURERS PLACING A RETAIL SELLING PRICE ON ARTICLES.

THAT it is the opinion of this meeting assembled that if the manufacturers who place a retail selling price on any article of merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as bait to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same.

RESOLUTION

RE RAILWAY RATES FOR CARRYING MAIL.

THAT it is the opinion of this meeting, after making full enquiries into the subject by a special committee, that the rates charged by the Dominion Government for carrying parcels by mail are not sufficient to cover the cost of the same, and that the Executive be instructed to request the Government to increase the amount to cover the cost of the service.

RESOLUTION

RE WAR STAMPS ON BANK CHEQUES

THAT it is the opinion of this meeting that all cheque books that are issued by the banks should bear war stamps before they are issued.

RESOLUTION

TO ENABLE THE RETAIL TRADE TO SELL ARTICLES LEFT WITH THEM FOR REPAIRS AND STORAGE.

THAT it is the opinion of this convention that legislation should be secured through the Dominion Parliament so as to enable retail merchants to sell articles left with them for repairs or storage after a certain period.

RESOLUTION

RE SENDING MAIL BY FREIGHT.

THAT this meeting place itself on record as being opposed to the plan that is now adopted by mail order houses of sending their catalogues by freight to a given point, and then having them delivered by the Post Office from these points at a low rate, within the parcel zones, and that the incoming Executive be requested to take this matter up and call the attention of the Government to it.

RESOLUTION

AN INLAND TRADE COMMISSION.

THAT this convention place itself upon record as fully endorsing the action of the Special Committee appointed by our Association to lay before the Dominion Government the necessity of having an "Inland Trade Commission," the majority of said commissioners to consist of representatives of the retail, wholesale and manufacturing trades, before whom all commercial questions in dispute or otherwise can be properly dealt with, in the same manner in which the Board of Railway Commissioners deal with all matters pertaining to railroads.

RESOLUTION

DUTY ON IMPORT ORDERS.

THAT it is the opinion of this convention that when retail dealers place orders for imported goods at certain prices, to be delivered on certain dates, at a certain rate of duty which exists, at the time of the placing of the order and delivery of the same, that if exporters only send a portion of the order, and in the meantime the rate of duty, as well as freight, should increase, the exporter should bear the difference in the increase of duty and freight, and not charge it to the retailer.

RESOLUTION

COUPONS AND TRADING STAMPS.

THAT the members of this convention greatly deplore the fact that a number of retail dealers are endeavoring to evade the Trading Stamp Act by introducing various forms of guessing contests and other schemes, whereby they are giving coupons, which we consider to be illegal, and we ask the Executive to take such action as they think will remedy the same.

RESOLUTION

RE EXPRESS DELIVERY.

THAT WHEREAS it has been reported to this board that a number of our members who live in districts outside of that in which express companies deliver parcels, are greatly inconvenienced by the limited express service, that we ask the Executive officers to take this subject up and deal with it in a manner desired by the members.

RESOLUTION

BANKRUPTCY ACT.

THAT the members of this convention fully agree with the desire on the part of the Credit Men's Association to have a proper Bankruptcy Act introduced which will be applicable to all parts of Canada, but before agreeing upon any form of Act, that this meeting authorize the Executive officers to meet with a committee from the Credit Men's Association and the Canadian Bankers' Association, and go carefully over any proposals that they may have to make, so as to see that the retail trade is properly protected.

RESOLUTION

OPENING NEW ACCOUNTS BY WHOLESALERS.

RESOLVED THAT owing to some errors that have been made in opening new accounts, that a letter be sent to the secretary of all wholesale organizations, suggesting that they advise their members to make a careful enquiry before opening any new account, so as to ascertain whether the prospective customer is in the retail business. At the same time pointing out to the wholesale trade that it is neither our desire nor our right to exercise any improper influence on the policy of the wholesale trade, and that we therefore take this means of having it clearly understood that the status of unknown firms applying for their service should be a matter for decision on the part of each individual wholesaler, after making the necessary enquiries, always, of course, bearing in mind the recognized policy of the wholesale trade in such matters.

RESOLUTION

RE MAIL ORDER ENQUIRY.

THAT WHEREAS it has been decided by the officers and members of the Ontario Provincial Board to ascertain as to the amount of injury that is being done to the cities, towns and villages of Canada by circulating petitions for the signatures of retail merchants, to show that they are in sympathy with this inquiry; that this meeting places itself upon record as approving of the same, and that they urge upon every member of this section to sign the same when presented.

RESOLUTION

RE COMMUNITY DEVELOPMENT.

THAT INASMUCH as it has been deemed advisable by the officers and members of the Ontario Provincial Board of our Association to devise some plan that would tend to keep the circulation of currency as much as possible within the home town, and secure for the merchants more business within their municipality, and help to build up and develop the community, that we heartily endorse the same, and pledge ourselves to give the association the assistance we can.

RESOLUTION

RE BULK SALES ACT.

THAT we in convention assembled, do hereby endorse the form in which the proposed Bulk Sales Act is now drafted, as it gives not only the retail clothiers, but also all classes of retail merchants the same advantages that are sought by the wholesale trade.

THAT this resolution be submitted to the the Executive officers of the Ontario Provincial Board of "The Retail Merchants' Association of Canada."

RESOLUTION

RE EXAMINING INSURANCE POLICIES.

WHEREAS the Executive officers of the Ontario Provincial Board of our Association have made arrangements whereby all our members can have their insurance policies examined by a qualified insurance agent, so as to ascertain if the policies are properly drawn, and do hereby explain to the members the exact amount that they would receive in case of a loss by fire.

As we consider this an important service, we ask all our members to take advantage of the same.

RESOLUTION

RE FREIGHT AND CARTAGE CHARGES.

THAT in view of the fact that freight and cartage charges are being paid by some retail merchants and not by others, that we deem it advisable that all our members be notified that those who do not wish to pay freight and cartage charges, that they specify this when purchasing their goods, as we find that a very large number of our members make the condition when buying that the goods must be delivered to them free of freight or cartage charges, and they are buying and receiving their goods on these terms.

AND we believe further that before any changes are made by the railways in freight rates that they should notify the Secretary of the Dominion Board of our Association at Ottawa, of their intention, and give us an opportunity of meeting with them to consider the question before any definite action is taken. The present system of raising the rates without giving any justification for doing so, raises a doubt in the minds of the merchants as to whether the increase is justifiable or not, and when doubt and uncertainty exists there is always dissatisfaction. On the other hand, if the reasons for an increase were explained to the merchants, and they found them to be fair, all doubt and uncertainty would thereby be removed.

This convention therefore recommends that the above resolution be adopted and forwarded to the Ontario Provincial Board to take action thereon.

RESOLUTION
RE CREDIT REPORTING.

WHEREAS a Credit Reporting Department has been inaugurated by the Association, and which has been in operation for some time and found to be of great service and a great saving to our members, that we endorse the same and ask our members to take all the advantage they can of it.

RESOLUTION
RE PEDLARS AND TRANSIENT TRADERS' ACT.

THAT the members of this convention herein assembled desire to place themselves on record as being fully in accord with the proposal of the Executive officers of the Ontario Provincial Board to have the present Pedlars' and Transient Traders' Act amended so as to prevent persons who are not engaged in the wholesale and manufacturing business, and who do not occupy premises in the municipality, from soliciting business from citizens within the municipality.

RESOLUTION
RE CHANGING THE PRESENT SYSTEM OF CATALOGUE DISTRIBUTION THROUGH THE MAILS.

THAT WHEREAS we have learned that it is the custom of the Postal authorities to allow catalogues to be sent by freight to the various Post Masters in Canada, who distribute the same in their zone, at a much lower rate than the catalogue houses would have to pay, providing they were mailed from their head office, and that we herein assembled place ourselves on record as being in favor of the action taken by the Dominion Board, whereby they ask that all catalogues be treated in the same manner as ordinary mail.

DAYLIGHT SAVING

No Two Merchants Think Alike

It will soon be time for us to be thinking of daylight saving again. Some are in favor of repeating the experience of last year, and a great many are against it; at best it is looked on as a mixed blessing.

With the incentive of greater production for war purposes removed, it is questionable whether the law will be made a Dominion-wide one, or whether each province and municipality will be allowed to govern themselves in this respect according to popular opinion. This latter was tried out and found to be a continual source of annoyance to those going from one municipality to another and finding they had lost an hour or made an hour inside of a few minutes. It would seem that if we are to have daylight saving it should be Dominion-wide, or, at least, Provincial.

As far as is known now, our neighbors across the border have it in store for them, and it is to come into effect about the first of May.

The question has already been taken up with Ottawa, but nothing definite has been decided on.

It is pretty generally understood that the factories and merchants are in favor of having daylight saving, whereas in the country districts there is much division of opinion.

THE 1919 MODEL

The Perfect Man as Measured by the Association of Merchant Tailors

Here's the 1919 Apollo according to the statistics of the merchant tailors across the border:

Height, 5 ft. 8 in.; weight, 148½ lbs.; chest, 38 inches; waist, 33½ inches; hips, 39½ inches; thigh, 21¾ inches; calf, 14¼ inches.

We have all heard of the "perfect thirty-six," as far as the ladies are concerned, but in spite of contradictory evidence from physical culture experts, the merchants have decided that the above figures denote the perfect man. One of the members in defence of the scheme said: "There is no reason why this perfect man we have evolved from a careful perusal of these standards should not be the world model. They represent all classes of men within the late draft age The idea that physical perfection among men should be measured according to his bulk is all wrong.

"The exactly proportioned male for the year 1919 should fit into the scale of measurements we have worked out."

RETURNED SOLDIERS MAKE FOR BUSINESS

A Daily Paper Says Returned Soldiers' Trade Has Been of Great Advantage to the Retail Stores

The steady stream of returned soldiers coming into Toronto alone has been a good thing for the retail business of the town. Thousands of men are coming here, most of them residents of Toronto and neighborhood, and are drawing substantial cheques from the paymaster-general's office, some for $100, some for $300, even $500, and some for $1,000, in the way of back pay, post discharge pay, gratuity fund, and other allowances. The first thing most of these men do is to buy a suit of clothes, and then a hat, underwear, shirts, ties, collars, and a good many of them, tired of the heavy army shoes, are buying non-military boots.

In a score of ways the returned soldier is circulating his money, and most of it finds a resting place in the retail store.

A seller from Ottawa stated that the stream of solders returning to not only the large centres, but to the smaller towns, would increase steadily as the spring advances.

CANADA'S DEMOBILIZATION PLANS

An Outline of How the Soldier Changes to Civilian

The actual work of bringing our soldiers home and getting them out of khaki is in the hands of the Department of Militia and Defence. Two methods of demobilization will be in operation. The fighting corps will be brought back as Units, some re-organization taking place to ensure that each unit shall, as far as possible, be composed of men from the same locality. The remainder of the Canadian army will be demobilized in standard drafts of 500 men. Each of these drafts will be composed of men who have signified their intention of going to the same dispersal area. They will be divided into 23 occupational groups according to a classification which has been agreed upon. Further, long service men will be given the preference over those who have been overseas a shorter time and married men will have priority over single men. This will be the order of precedence followed unless definite requests come from Canada for men trained in certain occupations, these requests based upon industrial and labor conditions in Canada.

Preparing to Leave England

Canada has been divided into 22 dispersal areas for demobilization, with a dispersal station for each.

1. The Province of Prince Edward Island—Charlottetown.
2. The Province of Nova Scotia—Halifax.
3. One half of New Brunswick—Moncton.
4. One half of New Brunswick—St. John.
5. The north country of Quebec down to Three Rivers—Quebec.
6. The remainder of Quebec—Montreal.
7. The Ottawa Valley and Ontario down to the Thousand Islands—Ottawa.
8. The Kingston district west to Oshawa and north to the Madawaska river—Kingston.
10. The Niagara peninsula—Hamilton.
11. Southern Ontario—London.
12. From White River to the Lake of the Woods—Port Arthur.
13. All of Manitoba, except the Brandon territory—Winnipeg.
14. The Brandon territory—Brandon.
15. Southern Saskatchewan—Regina.
16. Northern Saskatchewan—Saskatoon.
17. Southern Alberta—Medicine Hat.
18. From Calgary North to Nordeg—Calgary.
19. Northern Alberta—Edmonton.
20. All of British Columbia except 21 and 22—Vancouver.
21. Vancouver Island and the immediate main land—Victoria.
22. Cariboo, Kootenay and Yale—Revelstoke.

Each Soldier Overseas Chooses the Dispersal Area in Canada to Which He Wishes to Go

A report of the number of men for each dispersal area is cabled to militia headquarters.

As fast as they can be absorbed by the dispersal areas—a cable is sent to England for drafts.

Prior to Sailing, a Cable is Sent From England Stating How Many Men Are Coming and Giving Their Occupation

In this way arrangements are made to handle the men, to care for them, and to find employment for them.

Before a man leaves England, he is medically examined, his discharge papers and other documents are made out. All delay in Canada over these details is avoided.

On the Ship

The transport staff check the medical and pay documents, the Y.M.C.A. provides recreation and entertainment. Twenty-four hours before arrival in Canada, a wireless is sent to the port giving details of any men who are sick and in need of hospital care and general information that will ensure speedy transport from boat to train.

Wounded Men

Wounded men are brought back on hospital ships in the care of Army Medical Corps. They are taken on hospital trains to the various military hospitals and are in charge of the military authorities until medical treatment is complete.

In Port

Halifax and St. John are the ports of disembarkation in winter. Quebec and Montreal will also be used in summer. Immediately upon arrival of troops, the officer commanding wires a list to the Soldiers' Aid Commission in each province who notify the men's relatives. He also wires the dispersal station, who prepare to handle a certain number of men. A third wire is sent to the general officer commanding each military district through whom the dispersal station is again notified. This gives the dispersal station a double check.

Various voluntary organizations and the citizens of Halifax, St. John, Quebec and Montreal all give soldiers every assistance. Canteens and club-rooms are open. Coffee and cigarettes are provided. Telegrams are sent for the men.

A permanent transportation committee of railroad experts, representing the C.P.R., the G.T.R. and the Canadian National Railways, arrange for special trains to meet every transport.

On the Train

Troop trains consist of colonist, tourist, commissariat, standard sleeping and dining cars. A Y.M.C.A. representative is on every train.

Should a stop-over or delay become unavoidable, the men are provided for. Barracks and an ample food supply are available at the following divisional points: Halifax, Amherst, St. John, Mount Joli, Levis, Megantic, Quebec, Montreal, Cochrane, North Bay, Port Arthur, Winnipeg, Brandon, Regina, Calgary, Edmonton, Revelstoke, Vancouver

At the Dispersal Station

The principal city in each area is the dispersal station. When the troop train pulls in, the relatives and friends of the men have been notified and are on hand. Voluntary organizations have motor cars at the station. Municipal reception committees are also on hand.

In each city the military have provided every accommodation for men staying over night—barracks, rations. Out of town men who are given over night leave and do not wish to remain in barracks, can find the best of accommodation at hostels provided by voluntary organizations.

The Discharge

Men taken sick en route are immediately received by the district depot for medical treatment and receive pay as part of that unit.

All other men are paraded at the dispersal station. The offices here are so arranged that each man can pass quickly from one to the other and get away in the shortest time.

First comes the Ordnance office. Here the men turn in their equipment, except steel helmets and clothing, which they are allowed to keep.

Next is the office of the department of Soldiers' Civil Re-Establishment. Here each man is given advice and information on the many questions relating to his return to civil life—employment, housing, vocational training, medical treatment.

Men who are unfit for their former employment are taken on the strength of the Soldiers' Civil Re-Establishment for vocational training. They are paid during this period and their dependents receive separation allowance.

Third is the paymaster's office. Here the men receive their back pay, clothing allowance of $35.00 and first month's war service gratuity.

Finally the officer commanding issues each man his discharge certificate, and in the same office is a railway ticket agent who gives each man a ticket to his home town. The man is now a civilian.

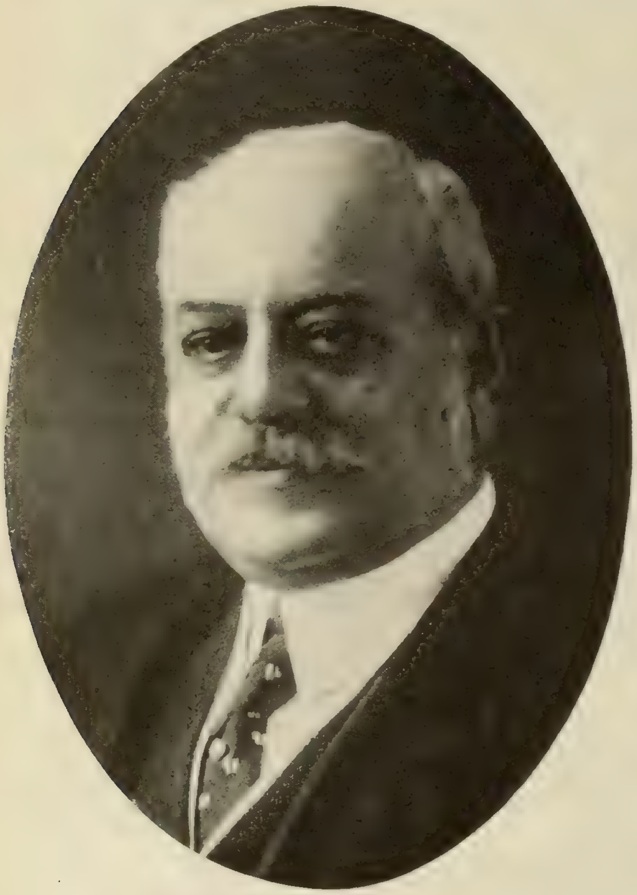
Here also is an information and complaint office. All complaints are dealt with and information given by an officer specially chosen for that purpose.

The dispersal station will supply quarters and meals for men until train time

A PIONEER MANUFACTURER OF CANADA

Firm of Tooke Bros. Established 45 Years Ago

SINCE our last issue the firm of Tooke Bros., Limited, of Montreal, has lost its president, Mr. Benjamin Tooke. Although 71 years old, Mr. Tooke was an active and familiar figure in the business life of Montreal, and appeared to suffer none of the disabilities usual with advanced age, until a few months ago, when his health began to fail him. He died at his home on Braeside Place in Westmount, Que., on Sunday, January 5th.



MR. BENJAMIN TOOKE
Late President of Tooke Bros., Limited

Mr. Tooke was one of the pioneer manufacturers of Canada. Only one man had started to manufacture shirts in Canada before he took up the business, and has long since disappeared from the scene.

It was some 45 years ago—not so very long after Confederation—that the firm now known as Tooke Bros., Limited, was founded by Benjamin Tooke. He had the support of Mr. A. F. Gault, then the head of the firm of dry goods importers bearing his name, and associated with him in the business was his brother, Mr. R. J. Tooke, who had been carrying on a retail men's furnishing store. This latter business was merged with the new one of shirt manufacturing.

The two brothers were in partnership for five years, and made considerable progress. Mr. R. J. Tooke, however, wished to devote himself entirely to the retail business. The partnership was therefore concluded, Mr. R. J. Tooke continuing the retail business on his own account, and Mr. Benjamin Tooke the manufacturing business. The firm of "Tooke Brothers," however, has kept its identity down to the present time, although in later years it was changed to a limited liability company.

Those familiar with the history of Canada need not be told that transportation and manufacturing were both in a very primitive state in the early years of this firm's existence. Population also was relatively small, and as the firm long ante-dated the building of a transcontinental railway, the market was restricted to the settlements of the East. Neither Winnipeg and the thriving cities of the plains, nor Vancouver and Victoria had yet come into existence.

One of the problems with which Mr. Tooke had to contend at the outset was the problem of labor. There was no such thing as a factory system in those days—at any rate, not as we understand a factory now—shirt-making was done entirely by hand.

Mr. Tooke started business in premises on St. Paul Street, Montreal. Here the materials for the shirts were prepared. This material was taken to St. Laurent, then a village in the midst of a farming settlement some miles from Montreal, and distributed among the wives and daughters of the farmers, who made it up into shirts. It is interesting to note that the boy who used to do the hauling for Mr. Tooke, between Montreal and St. Laurent at a dollar and a half a load, is now ranked as a millionaire.

After a time Mr. Tooke built a factory at St. Laurent—a building which is still in existence and used as a tobacco factory. Various circumstances, among them the problem of transportation, ultimately decided Mr. Tooke to transfer the manufacturing end of the business to Montreal, and in Montreal it has remained ever since.

When Mr. Tooke began to introduce machinery into his plant, the factory became the talk of Montreal. The instalment of the first washing machine was hailed as an event of importance by the local papers, and many citizens called at the factory to see for themselves the wonderful contrivance, as they did other machinery that was installed later.

When the change of Government came in 1896, Mr. Tooke, like many other manufacturers, looked for such drastic changes in the fiscal system that he regarded his manufacturing business as ruined. In order to stave off disaster, he added a wholesale furnishings department to his business, in the hope that he might switch to this entirely if he were put out of business as a manufacturer. As a matter of fact the expected disturbance in manufacturing did not materialize. He continued the business of wholesale furnishings, however, and to-day it is an important department of the firm's activities.

In the early days Mr. Tooke was personally known to every one of his customers. Prior to starting business he had been a commercial traveller, and he had a wide acquaintance in all the principal towns of what then comprised the settled portions of the country. He had a remarkable memory for facts and names, and in later years it was not at all an uncommon thing for him to greet by name a man whom he had not seen for ten or twenty years.

Bright and cheery in disposition, an optimist by nature, and one who always saw the best side of his fellowmen, he had a most lovable personality, and throughout his career he had numberless friends on every hand who held him in really affectionate regard.

He was an active Freemason over a long period of years. He became Grand Master of the Grand Lodge of Quebec, was a Past Grand First Principal of the Grand Chapter of Quebec, and held the 33rd degree in the Scottish rite. He was an ardent golfer too, and twenty years ago he founded the Beaconsfield Golf Club, now one of the leading clubs of its kind in the Province of Quebec. He was the first president of this club, and was largely instrumental in bringing about its present high standing.

Mr. Tooke is survived by his widow, two sons, Dr. F. T. Tooke, of Montreal, and W. Arthur Tooke, vice-president of Tooke Bros., Limited, and three daughters, Mrs. Smith, of New York, and the Misses Tooke, at home.

MAY BOYCOTT CO-OPERATIVE ASSOCIATION

Retail Merchants Are Preparing For Straight Fight Over Principle Involved in Co-operative Activities of Ottawa Civil Service Association

At the annual meeting of the Ottawa branch of the Retail Merchants' Association of Canada, the following officers were elected: President, E. R. Fisher; first vice-president, R. Clarke Cummings; second vice-president, B. G. Crabtree; treasurer, A. G. Johnston; secretary, A. E. Kelly. The Ottawa branch was presented with its charter.

A number of important resolutions were passed. It was decided to have a bonded collector for the Ottawa branch of the Retail Merchants' Association, and it is expected that the idea will be extended all over the district, as many collectors as are required being appointed. They will work on commission, and their work will begin after the regular collecting methods of the association have failed to produce results.

Considered Unfair

Another resolution had to do with the fact that goods bought on foreign markets are valued for duty, not at the price paid but at the price prevailing when they arrive at the port of entry. This was considered unfair, and the Dominion Board of the association was asked to take action.

A matter of pressing interest to the association, and in which the Dominion body is interesting itself keenly because of the general principle involved, is that of the co-operative activities of the Civil Service Association. This comprises a large number of members, and is a sort of trade union formed among the civil service employees of the Government, of whom there are several thousand. For several years this association has been endeavoring to formulate a scheme of this kind. About five years ago they started a co-operative store here, but it was a failure. They are now trying to buy in quantities and have the goods shipped to a central point for distribution. The chairman of the co-operative committee, Frank James, of the Post Office Department, has recently issued a circular calling on all members interested in co-operative buying to communicate with him, when they will receive valuable information and assistance.

An Official Protest

The Retail Merchants' Association passed a resolution that it was unfair to the merchants of the city, who pay taxes and carry stocks for the convenience of the public, that wholesalers and manufacturers should supply such organizations, and also expect that the retailers should patronize them.

The Retail Manufacturers' Association all over the Dominion is going to come out for a straight fight on this issue. The ground the association takes is that retail merchandising is either the correct way of distributing goods to the consumer, or it is not. If right, they must be maintained, and conditions must be made so as to uphold and preserve the system.

Threaten Boycott

E. M. Trowern, Dominion Secretary of the association, says frankly that the matter can and will be settled by boycott, if no more agreeable way presents itself. "It is not a nice word," said he in a conversation with MEN'S WEAR REVIEW, "but it is the right one. If I, as a consumer, am not treated right by the retailer from whom I buy, I institute a practical boycott against him by telling my friends my experience.

"Much of the trouble is caused by a lack of concerted action on the part of the wholesalers. And in this connection let us say that the time has long been ripe for a general "Wholesalers Association." The wholesale trade is divided up into small organizations, and they have accomplished little or nothing. This is a time of reconstruction, and it would be a good time for the wholesalers to do some reconstruction work among themselves and form an association.

Need Not be Afraid

"Some people seem to fear trade associations, but I never could see any reason for this so long as your actions are fair and above board. It is the same feeling which has so long distinguished the Canadian Manufacturers' Association, with the result that they have, by their mysteriousness, created an impression that 'they love darkness rather than light because their deeds are evil.' If they came out in the open and took the public into their confidence a little more this would not be so."

There will be a convention of the Dominion Board of the Retail Merchants' Association in Ottawa on March 17, when this and many other questions of vital importance to the trade will be discussed, and some interesting action will be instituted.

Early Closing

A good deal of discussion of the early closing movement took place at the meeting on Monday. It was resolved that the Provincial statute be amended by substituting six o'clock for seven as the legal hour. A petition has been signed by about three-fourths of the stores in Ottawa to close at seven every night, including Saturday. The hour would have been six, but for the Provincial statute. Many are now closing at 6 and 6.30, and will probably continue to do so. The butchers are following suit. Nearly one hundred per cent. of them have signed a petition to this effect. At a meeting of the boot and shoe trade here this week it was unanimously resolved that a petition should be prepared to close during July and August on Saturday afternoons.

Take Exception

Many dealers are familiar with the circulars sent through the mails by organizations, chiefly domiciled in the United States, but having many imitators here, pushing "sales systems." Particular exception was taken to a circular letter recently circulated by the T. E. Kelly Sales System of Minneapolis, and a resolution was passed that such letters were not in the interests of Canada; that people residing in the United States and having no capital invested in Canada, but who are here to promote business and make statements contrary to facts, should come under the False Advertising Act. The association placed itself on record as being opposed to this system of doing business and asked the Dominion Board to take action.

The Letter

The letter referred to was as follows:

THOMAS E. KELLY

The T. E. Kelly Sales System,
Minneapolis, Minn.

President of
26th Street State Bank
Fidelity State Bank
Liberty State Bank

Gentlemen:

The writer is president of three banks, and is given a six-figure rating, first grade, by the three prominent mercantile agencies.

I mention these things because I have an important business proposal to place before you, and I don't want you to dismiss my offer in any doubt of my sincerity and good faith.

I think you will realize that no business man of my position is going to waste his time and yours making you idle offers which he does not mean or is not able to fulfill.

Now, what I want to say to you is this

The profitable period of the winter season is practically gone. Mild weather, sickness, and the expectation of a drop in prices have interfered with trade to such an extent that most merchants have practically all of their winter stock still on hand.

Such a situation under normal merchandising conditions would be serious. In the present situation it is **dangerous.**

Starting the first of the year, and continuing to next fall, prices will drop from thirty to forty per cent. This statement is made in accordance with the predictions of leading bankers, financiers, mercantile authorities and economists.

You must this season unload at present prices every dollar's worth of seasonable merchandise in your stock.

On every dollar's worth that you carry over, you'll lose 30 per cent. deflation of value, besides the customary overhead of interest and depreciation in styles, etc., which always cost from fifteen to twenty per cent. Moreover, next year's merchandise, besides being at least thirty per cent. cheaper, will be of higher quality, and therefore in greater demand.

All of the really great stores in the country are now unloading or have unloaded in the past thirty days. The leading retailers believe the price decline will start with the January clearance period, and will progress as the unloading season advances.

(He then gives details of sales conducted in various parts of Canada).

The January clearance period is going to start with a rush and develop into a cut-throat scramble to unload. Only those who lead the rush and who have a distinct advantage over competition will be successful in moving their merchandise and in getting a profit.

You have about six weeks left in which to unload at present prices. In that time you must sell every dollar's worth of winter merchandise you have in stock.

If you wish to go out of business I will guarantee to close out your entire stock completely and sell every last article in it at a price which you mark on the goods and back of my guarantee, remember, is a responsibility of a quarter of a million dollars.

Or, if you wish merely to unload your surplus of seasonable goods there is no reason why we cannot do it for you just as successfully and profitably as we did for the merchants mentioned above.

Don't delay in filling out and mailing the enclosed card. Time is short and every day counts.

Sincerely yours,
T. E. KELLY,
President.

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KEEPING THE TRADE AT HOME

If you are puzzling over plans to make people in your community send fewer orders away from home, you'll doubtless be inteested in the following. It's a letter from a customer, typical of the customers who come into your store in dozens every business day, and it explains clearly some of the reasons why many customers do not place all their orders with their local merchants.

"There is a merchant in my town who advertised in big letters in one of his display windows: Complete change of program in this window daily. Every morning I go by his store, just to see what new displays he will have in the windows.

"One day he had a small bush in his window, loaded with all colors of half hose, with a placard: 'A pair of sox on your feet is worth two on the bush.' I saw the ones I wanted and bought a box.

"Suppose this merchant—as a lot of the others around here do—kept a few pair of shoes and hats in the windows, day after day and week after week. Wouldn't his customers begin pretty soon to want to see new things? I'm sure I would. I always look in a show window half unconsciously, and I invariably react favorably when I find a merchant who dresses his windows regularly, puts new goods on his shelves, does something new for his customers; just as I surely react unfavorably toward the merchant in whose store I always find about the same old goods, displayed in the same old ways.

"Maybe it's not as important as I think—I'm merely a customer, and not a merchant. But it seems to me it's one of the important reasons why in many localities you find a lot of people passing up the home stores in order to buy in other cities from mail order houses."—*System.*

TORONTO STORE HAS NEW ATTRACTION

The T. Eaton Company Show Methods of Manufacturing Fifty Years Ago and To-Day

IN connection with their Fifty Year Jubilee, the T. Eaton Co. have staged some new ideas, the latest one being to show the different way goods are made to-day from that of fifty years ago.

In the men's clothing department they have a small wooden store, probably about 30 feet by 30 feet, with one side partly open. It is an exact duplicate of the original old tailor shops our grandfathers had their clothes made in. The stock consists of a few bolts of homespun tweeds on a trestle table; in one end is a sheet iron stove, a pail of water, and a few half-finished garments: along the side, a work-bench, a pressing bench and an old hand sewing machine.

Around this old tailor shop are models of old-fashioned suits, which cause just merriment from the crowd looking them over. One old tailor was heard to murmur that "They certainly do look queer, but they made 'em to wear in those days."

A section of boys' suits with the long, straight coats that come almost to the knees, and were close-fitting to the neck with round "Prussian" collars, caused a great deal of amusement to the looker-on. Some of the old court costumes showed the art of tailoring to better advantage.

In order to link these displays up to a selling idea, the latest styles and materials were being shown on wax figures close to the old-fashioned ones.

Another interesting feature of interest to the men customers was an exhibit of how underwear is made now on the fast, tubular knitting machines, and how it was made on the old hand machines, where each thread was guided through its proper notch by hand.

—Harding in the "Brooklyn Eagle"

Looking for the Bump of Repentance.

The new machine was of the order that medium grades of underwear are made on, where the goods come out in one long tubular piece of goods, later to be cut into lengths, stretched in spots, shrunk in others, cut for neck and legs and seamed up again.

In this same section knitted sweaters were being made on the fast, high-power knitters, and by an old woman in a little rocking chair with knitting needles as her only piece of machinery.

The hat section was represented by exhibits of the kind of fur that is used by the manufacturer to-day in manufacturing the better grade hats, with explanations in picture of how this fur is shredded and blown on a cone-shaped piece of copper screen, stretched, ironed, shrunk, braided, turned, blocked, and beribboned. Along side of this was the old-fashioned bow, about 10 feet long, very much after the order of a great violin bow; that was the only piece of equipment used to make hats in former days.

The exhibits were all interesting and instructive, and the T. Eaton Company are to be congratulated on the thorough way in which the idea has been followed out.

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SOLDIERS' AND SAILORS' DISCOUNTS

How New York Dealers Are Handling The Soldier Business

Through the efforts of the Shopping Bureau of the National League for Women's Service, 257 Madison avenue, retail clothing, furnishing, furniture and other stores rapidly are being whipped in line to grant discounts to soldiers and sailors discharged honorably from service. At the present time Mrs. Tolman's list includes clothiers whose names and stores are nationally known, men's furnishing stores of equal prominence and even furniture stores where complete outfits will be furnished on extra liberal instalment rates.

Some of the firms are willing as yet only to supply men in uniform, while others take the stand that they will make discounts permanent to those who can show honorable discharges granted for service in the allied war.

Discounts of 10 per cent. on clothing purchased by men in uniform or displaying discharges, as high as 30 per cent. on furnishings, are further increased, it is said, to those extreme cases where aid is being granted by Government agencies assisting soldiers, sailors and to the Red Cross "After-division."

Simple Book-keeping for Merchants

How to Start With Two Books Only—Perfect Record of Transactions Can Be Kept—Position Ascertained at Any Time — Profits Easily Calculated

By C. J. MORRIS

HOW many failures on the part of retailers are attributable to the fact that the victims were not acquainted with the real condition of their affairs until it was too late to seek a remedy? In other words they have failed to keep track of their progress, or lack of progress, by a proper system of bookkeeping and in many instances a business which had in it all the elements of success has thus turned out a dismal failure.

The man who launches out on his own account is in many cases an experienced man in his line; he knows how to buy well and how to show his goods attractively. He treats his customers with courtesy and gives good service, but if he knows nothing of bookkeeping nor makes it his business to find out how to keep a proper record of his transactions so that he can find out periodically exactly how he stands he risks losing all the advantages which his experience and capability in other directions of the business should bring him.

Systems Usually too Complicated

It is not that he is unwilling to take the necessary pains or give the necessary time to it; the trouble usually is that he has very hazy ideas of how books should be kept, and all the systems which profess to make the way easy for him are too complicated to be understood without a personal explanation.

With a view to overcoming this difficulty it is proposed to show in this series of articles how a small merchant can start bookkeeping with two books only and how, with these two books, a perfect record of all his transactions can be kept. It will, further, be demonstrated how, after taking stock, he can with an hour or two's work, or even less, calculate exactly what his position is, how much he owes, how much is owing to him, and what his profits have been since his last stock-taking period. The keeping of these two books need not involve more than half an hour to an hour's work each day and could probably be carried out at odd moments during the day itself.

Any Queries Will be Answered

It will first be shown how the books should be started by anyone first commencing business and later on details will be given as to how the system can be instituted at any moment by those already in business who may wish to adapt it to their own needs. The possibility of expanding the system will also be dealt with.

As far as possible, technical language will be avoided and explanations given in everyday phraseology. Should, however, any point arise which is not perfectly clear to the reader, or should any problem occur which is not dealt with herein, any query will be gladly answered.

In order to make the system of entering up various transactions as clear as possible, a series of typical happenings in the conduct of a business will be taken and the way in which they should be entered will be explained. This series of transactions will, necessarily, cover only a short period of three or four days and this period will then be dealt with exactly as if it were for a year and a profit and loss account and balance sheet drawn up just as would be the case for the longer period. The principles of the system can be illustrated equally as well with a few entries as with those for a whole year.

Books Required

The first of the two books mentioned is called a Journal or Day-book, in which every money transaction and every case of selling or buying of goods is entered at the time it takes place. This book should be headed and ruled for single column entry thus:

Date	Page in Ledger	$	c

It is a simple account book which can be purchased at any bookseller's. The second book, which is called the Ledger, will be dealt with in the next article.

In addition to these two books we shall require two small memo books, one for entering any orders which may be received (although these can, if necessary, be entered in detail in the day-book) and the other for entering small items paid out for Petty Cash, which are not large enough to make it worth while entering singly in the larger books.

We shall also require a numbered invoice pad, with carbon copy, for goods sent out on credit or taken away and charged up to the customer. Two files will also be necessary, one for filing the carbon copies just referred to and the other for filing invoices of goods received. Either a cash register or some other system of recording the amount of each sale as it is made will also be required.

Making a Start

With the outfit now complete we open our store; having the day-book handy in which to make any necessary entries. After several persons have made cash purchases, enter Mrs. Jones, of 24 Main St., who gives an order, the details of which we enter in our order book and for which we make out Invoice No. 1. amounting to $5.60.

We now make the first entry in our Journal as follows:

Jan. 1,
Mrs. Jones, 24 Main St.,
Goods as per Invoice No. 1 ...... 5.60

The next item which concerns us is the arrival of some goods from Anderson & Co., value $57.20, on which there are freight charges to pay of $2.75. We therefore make the following entries in the Journal:

Jan. 1,
Goods rec. from Anderson & Co. .. 57.20
Freight paid on " 2.75

The telephone collector calls for $7.50 which we pay, entering same in Journal; and so as each transaction takes place an entry is made recording same in the Journal.

At the end of four days our Journal shows the following record:

JOURNAL

	Date		Page in Ledger		
1.	Jan. 1	—Mr. Jones, 24 Main St., Goods as per Invoice No. 1	5	$ 5	60
2.	" 1	—Anderson & Co., Goods received	201	57	90
3.	" 1	—Freight paid on goods from Anderson's	307	2	75
4.	" 1	—Paid Telephone Account	307	7	50
5.	" 1	—E. W. Smith, 54 High St. Goods as per Invoice No. 2	8	3	40
6.	" 1	—Mr. Brown, 135 North Ave. Goods as per Invoice No. 3	2	7	20
7.	" 1	—Goods received from Green & Son........	202	20	65
8.	" 1	—Taken from Till for Petty Cash	307	5	00
9.	" 1	—Mrs. Robinson, 41 South St., Goods as per Invoice No. 4	7	8	32
10.	" 1	—Mrs. Jones, 24 Main St. Goods as per Invoice No. 5	5		75
11.	" 1	—Paid out for Price Cards	307	1	50
12.	" 1	—Amt. of Cash Sales for day	50	52	90
13.	Jan. 2	—Paid into Bank.........	301	52	90
14.	" 2	—J. W. Robinson, 89 Western Ave., Goods as per Invoice No. 6	6	9	30
15.	" 2	—J. W. Robinson, Paid on Account	6	5	00
16.	" 2	—Returned from Mr. Brown, 125 North, Ave., Goods to be Exchanged, Value (Red.)	2	1	40
17.	" 2	—Goods sent in Exchange to Mr. Brown, Invoice No. 7	2	1	70
18.	" 2	—Mrs. Jones, 24 Main St., Invoice No. 8	5	9	35
19.	" 2	—Mrs. Green, 37 King St., Invoice No. 9	4	4	30
20.	" 2	—Mrs. White, 89 Queen St., Invoice No. 10	9	11	15
21.	" 2	—E. W. Smith, Paid on Account	8	3	40
22.	" 2	—Mr. Black, 90 Upper St., Invoice No. 11	1	5	55

(Continued on page 91)

STIFF HATS, WHAT OF THEM

Many Merchants Think They Should be in Favor This Fall

THERE is a great deal of speculation among the retail trade as to what style of hat will be in favor this Spring and Fall. MEN'S WEAR REVIEW has interviewed quite a few retailers on this subject, and some of the largest wholesale and manufacturing firms. The retailers pretty generally favor the stiff hat coming back and point out that the soft styles have now been in strong for six or seven years and that there is a change about due. Some even go so far as to predict a large demand for stiff hats this Spring. From the wholesale house we get a different light on the matter. They say their travellers report inquiries for stiff hats, but they notice that the orders sent in do not justify the idea that they will be in strong this Spring, or even next Fall. Even if there was a demand to any extent, it would be practically impossible to fill the orders from local factories, as these styles take a great deal more time to manufacture than the soft variety. The more expensive lines can, of course, now be imported, but from what we can gather as to conditions of English hat firms, it would be some time before shipments would amount to any importance. There are really quite a few points favoring the wearing of soft style hats, some of the most outstanding are: the negligee styles now being worn by a majority of the better dressers call for soft hats: a stiff hat, low, soft collar and soft cuffs do not look well and are not correct style. Another point—and one which had a great deal to do with the present popularity of the soft hats—is that they are a great deal better for motoring, the familiar bar holding the top up was a constant source of annoyance for a man wearing a stiff hat, he was always being told that he had a "dent in his lid." The cap of course is the ideal covering for motoring, but the average business man can hardly wear a cap in and out at offices, although the day is coming when this will be done. Then there is the question of price, a good stiff hat nowadays would have to sell for $10.00 or $11.00, and although a man might feel he would like to make a change, the difference in price, between the two styles would be too great, and would tend to swing the balance in favor of the soft hat. As soon as conditions change locally amongst the manufacturers we wouldn't be surprised to hear that stiff hats were coming back slowly, but for this Spring, the smooth felt will be in favor and for the Fall and Winter, scratch hat styles and velours will be very much in evidence. One wholesale predicted that 15 per cent. of the sales would be confined to the rough style felt hat. This, of course, may be over optimistic but there is not a doubt but that there will be a very much greater demand for this class of hat.

The Panama hat manufacturers are being somewhat held up in production by not being able to secure trimmings on time. However, they believe that conditions will adjust themselves before shipments are actually needed and that so far it is not a matter for great concern.

ORDERS FOR KNIT GOODS

Roumanian Government Places Large Orders For Knit Goods From the Canadian Knit Goods Association

ORDERS amounting to more than $3,000,000 have been received from the Roumanian Government for knit goods, blankets and cloth manufactured in Canada. These orders have been procured through a representative of the Canadian Knit Goods Association on the ground in Europe. The value of the different products is divided as follows: Knit goods, three-quarters of a million dollars; blankets, one-quarter of a million; cloth, over two million dollars, making total of over three million dollars altogether.

The knit goods include men's socks, women's stockings, men's and boys' underwear, women's and girls' underwear. The value of the order for men's socks is about $80,000 and women's stockings, $50,000; men's underwear, $260,000, boys' underwear, $126,000 and women's and girls' underwear, $150,000.

The secretary of the Knit Goods Association, with head office in Hamilton, Ont., stated to MEN'S WEAR REVIEW that at the time he gave us the information the matter of credit and payment, etc., had not been definitely arranged in detail but he expected in a very short time this would be completed.

This is a very substantial order for Canadian woollen products and will be another factor in helping to stabilize prices this year.

PRICES GENERAL TOPIC IN LONDON

It is Predicted That Pre-War Levels Will Never Return—All-Wool Garments Hard to Obtain—Higher Wages a Clothes Factor

LONDON, England.—The question of retail prices for men's wear continues to be a source of argument in this market and from day to day prices are submitted by various dealers. We reproduce the article as written in the *Daily News Record*, believing it to be of more than usual interest to our readers here.

The point of the controversy is that British army officers, returning to civil life, have complained that prices are very high, and that in some instances 100 per cent. or more over pre-war prices are being charged. One officer found a tweed suit at 16 guineas, about $81.44, which he believes he could have bought before the war at 7 guineas, about $36.65. He told his story to the *Daily Mail*, which made investigations in the West End shops and prepared the following table of prices as being representative:

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed suit	12	12	0	6	16	6	5	15	6
Overcoat	14	14	0	7	17	6	6	16	6
Dress suit	16	16	0	11	0	0	5	15	6
Striped trousers	3	12	6	1	18	0	1	14	6
Raincoat	6	6	0	3	3	0	3	3	0
Bowler hat	1	10	0	0	18	0	0	12	0
Soft felt hat	1	10	0	0	18	0	0	12	0
Boots	2	18	0	1	5	0	1	13	0
Shirts	0	15	6	0	10	6	0	5	0
Socks	0	5	6	0	3	6	0	2	0
Woolen vests	1	7	6	0	12	6	0	15	0
Woolen pants	1	7	6	0	14	6	0	13	0
Silk necktie	0	10	6	0	5	6	0	5	0
Gloves	0	16	6	0	5	6	0	11	0
Linen collars	0	1	6	0	1	3	0	0	3
Linen handkerchiefs	0	2	6	0	1	0	0	1	6
	65	5	6	36	10	9	28	14	9

Lower List of Prices

Subsequently, exceptions were taken to these prices as being too high, and one of the popular-priced shops, Horne Bros., 90 Oxford street, with branches all over London, issued a statement with the following list of prices, which, of course, are much lower than those quoted above, and, certainly, no claims are made that the quality is equivalent, but it is guaranteed to be "good":

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed Suit	4	15	0	3	3	0	1	12	0
Overcoat	4	15	0	3	3	0	1	12	0
Dress suit	8	8	0	6	6	0	2	2	0
Striped trousers	1	10	0	1	1	0	0	9	0
Raincoat	3	10	0	2	10	0	1	0	0
Bowler hat	0	8	6	0	3	9	0	4	9
Soft felt hat	0	10	6	0	7	6	0	3	0
Boots	1	7	6	0	16	6	0	11	0
Shirts	0	6	6	0	4	6	0	2	0
Socks	0	3	6	0	2	0	0	1	6
Woolen vests	0	16	6	0	8	6	0	8	0
Woolen pants	0	17	6	0	9	6	0	8	0
Silk necktie	0	3	6	0	1	6	0	2	0
Gloves	0	9	6	0	3	6	0	6	0
Linen collars	0	7	6	0	5	6	0	2	0
Linen handkerchief	0	2	0	0	1	0	0	1	0

In a statement issued to-day, Selfridge & Co., Ltd., the great Oxford street department store, present the following range of prices, which are between the two ranges given above:

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed suit	8	0	0	5	10	0	2	10	0
Winter overcoat	8	15	0	5	10	0	2	16	0
Dress suit	11	11	0	7	7	0	4	4	0
Striped trousers	2	10	0	1	10	0	1	0	0
Raincoat	7	0	0	4	10	0	2	10	0
Bowler hat	1	5	0	0	16	0	0	9	0
Soft felt hat	1	5	0	0	12	6	0	12	6
Boots	2	5	6	1	1	0	1	4	6
Shirts (cotton)	0	8	6	0	5	6	0	3	0
Socks	0	4	6	0	2	6	0	2	0
Woolen vests	0	15	6	0	7	6	0	8	0
Woolen pants	0	16	6	0	8	6	0	8	0
Silk necktie	0	6	6	0	3	6	0	3	0
Gloves	0	12	6	0	7	6	0	3	0
Linen collars	0	0	8	0	0	6	0	0	2
Linen handkerchiefs	0	2	3½	0	1	6	0	9	0½
	45	18	5½	28	13	6	16	17	11½

Of this merchandise Selfridge & Co., Ltd., say: "The articles selected are admirable in quality—not the highest priced, nor, on the other hand, by any means the least expensive, but representative, we believe, of the average wardrobe the average officer or man would require on returning to civil life.

"It is true that men's wear costs more to-day than it did before the war, and will probably never drop again to the old prices. This we say because much of the cost of the articles is labor, and labor will, we hope, not seriously drop in remuneration. It is likely, therefore, that men will require for the purchase of their wardrobes, at least for a long time to come, substantially 50 per cent. more than they did before the war."

At Harrod's, the large English department store in Brompton Road, which specializes in men's wear, a representative of this paper was told this morning that 90 per cent. of the men returning to civil life are buying Standard Suits at 60 shillings. This, of course, applied almost exclusively to men from the ranks. The demobilization of officers has thus far been on a most moderate scale.

When the question of prices for the better grade of men's wear is considered, it is certain that prices in London to-day are from 50 to 100 per cent. higher than before the war, and this affects all articles almost without exception. The writer found the cheapest ready-made tweed suit at Burberry's to be priced at 12 guineas, which is a little more than $60. Cheviot ready-mades were priced at 10 guineas and up.

As for cheap clothing, that is, clothing worn by the average workingman, the increase is quite 100 per cent., and for all articles of men's apparel, 94 per cent. These figures are believed to be quite accurate and are based on an investigation recently concluded by a special Parliamentary committee, of which Lord Summer was chairman. This committee summarized its findings in the following tables:

	Price per article 1914		Price per article 1918		Increase per cent.
	s	d	s	d	
Suits	28	6	60	0	110
Collars	0	5	0	7	40
Overcoats	27	4	46	8	71
Shirts (union flan'l)	4	6	8	2½	82
Underwear (union)	2	11	5	5	86
Hosiery (union)	0	10	2	1	150
Boots (working)	10	10	21	7	99
Boots (lighter)	12	10	26	10	109
Boots, repairs	3	4	5	11	78
Hats	3	0	6	2	106
Caps	1	5	2	7	82

The committee also investigated the increases in the cost of boys' clothing, finding that the average increase over 1914 is 102 per cent. The table on boys' clothing follows:

Boys of School Age

	Price per article 1914		Price per article 1918		Increase per cent.
	s	d	s	d	
Suits	15	9	35	1	123
Shirts	2	6	4	0	60
Underwear	2	5	4	4	80
Stockings	1	7	3	1	95
Collars	0	5	0	7	40
Caps	0	11	1	11	109
Overcoats	13	5	31	5	134
Boots	6	11	12	7	82
Boot repairs	2	4	4	5	89

As to the quality of clothing now being purchased by workingmen, compared with the quality of clothing purchased by the same class before the war, the committee said:

"Outer clothing—all-wool garments which are stated to have predominated in 1914, are now difficult or impossible to obtain, and have been replaced by 'union' materials of mixed wool and cotton. The quality of this material is commonly stated to be from 10 per cent. to 30 per cent. inferior to the wool garments of 1914; but the inferiority is usually stated to be in respect of 'weaving,' 'make' and 'finish,' and one firm states that medium or high grade 'unions' in 1918 are in no way inferior to the lowest grade wool of 1914. Two other firms state that, for men's suits, the expenditure necessary to obtain a quality as good as that of 1914 must be 82 per cent. and 95 per cent., respectively above the 1914 expenditure, the increase given in the statistical table for men's suits is 110 per cent., and for boys' suits 123 per cent. It would, therefor, appear that the actual increase in expenditure has been approximately sufficient to provide the same durability in outer clothing. It is also the opinion of many firms that the introduction of 'standard suits' results in an improvement of quality, one firm specially excepting standard suits from their general statement of the deterioration of quality.

"Underclothing—all-wool and all-cotton goods are now scarce. But unions were common in 1914 except for hosiery, and there are few observations by the firms and co-operative societies consulted as to any marked deterioration in the quality of underclothes. Hosiery, on the other hand, is generally stated to have distinctly deteriorated.

"The conclusion is that the increased cost of necessary clothing, as usually purchased, from 1914 to the summer of 1918 has been between 90 and 100 per cent., and may be taken as 96 per cent. for the purpose of combination with other estimates."

KNIT GOODS SITUATION AS U.S. MANUFACTURERS SEE IT

Are Not Working to Capacity Until Conditions Are More Certain Throughout—Demobilization Means Bigger Sales During 1919—High Cost of Labor Prevents Any Big Decline This Year

THE following report regarding conditions in the knit goods trade in the United States was prepared by a number of the manufacturers there and sent to MEN'S WEAR REVIEW. It deals with the various aspects of the trade at the present moment and the outlook for 1919 over there. This will be of much interest to Canadian merchants and manufacturers who have many of the same problems to face.

New York, Jan. 31, 1919.— Discussions relative to present prices for Fall 1919, on cotton and wool underwear and hosiery, foolishly continue to stand in the way of free trading on the part of jobbers and retailers throughout the country. That all underwear and hosiery which it will be possible to manufacture through the manufacturing season will positively be needed to supply the demands of the increasing number of civilian consumers, no one will gainsay; and the slowness in buying on the part of distributors to the retail stores and to actual wearers, is bound to react to the detriment of deliveries later in the season, according to opinions expressed by manufacturers and selling agents in the New York market. Some mills have closed down and others are limiting their production until buyers display activity and place orders.

High Raw Materials and Labor

Buyers of underwear and hosiery should bear in mind, say the mill men, that merchandise turned out for the next six months, at least, will be made from raw stocks purchased during the war at full war prices. Labor is not only demanding wartime wages, but threatens to "walk out" unless a 48-hour, and in some places a 44-hour week is granted them, at precisely the same wages paid for the longer working period. The cut in hours will automatically advance overhead costs from 10 to 15 per cent. This increase has not even been figured in by sellers of Fall knit goods, who, with few exceptions, have already named their opening selling prices.

In discussing the present situation one of the largest manufacturers and distributors of hosiery in this country says:

"The deadlock between buyers and manufacturers of heavy cotton underwear and hosiery has been occasioned from the fact that raw materials are about the same as they were a year ago, while labor has advanced 25 per cent. and up. This increased cost of labor more than offsets any reduction in the price of raw materials.

"Any material advance over the present day price of cotton or a change to an eight-hour labor day, will cause present prices on Fall hosiery and underwear to be withdrawn, as mills have made low opening prices this month, in many instances at cost, to keep their plants running. Hosiery and underwear in the hands of the retailer were purchased at a considerably lower price than values prevailing just prior to the signing of the armistice.

"For the above reasons, there is nothing to warrant any material reduction in the price of hosiery or underwear for months to come. Both products were advanced during the war only 100 to 150 per cent., while cotton cloths were increased from 300 to 400 per cent. Consequently the reduction in the price of hosiery and underwear must be in proportion and as labor will not become cheaper, reductions in prices will be gradual at best and will extend over a long period of time."

November, 1917, Prices Attractive

Another large seller of both underwear and hosiery when interrogated on the subject replied:

"It is impossible for the manufacturers of heavy weight cotton underwear to open their lines at the prices ruling November 1, 1917, for the Fall of 1918, except at a loss. At the time of opening of the Fall underwear line in November, 1917, spot cotton was quoted about the same as when the lines opened early in January of this year. Labor has since been advanced anywhere from 25 to 50 per cent. and practically everything that goes into the manufacture of underwear and hosiery has been increased in proportion since that time. It is true that since the opening of the Fall underwear and hosiery lines, we have had a break in the price of cotton. Prices of yarns have followed. Any number of manufacturers have decided to take some business at cost or slightly above cost of production. On a good many cotton underwear lines, prices to-day are very little over the opening prices of November, 1917, and now look attractive to the buyer.

"Underwear and hosiery have not advanced to anything like the percentage of increase shown by cotton cloths. Where advances on the latter show 300 to 400 per cent., underwear and hosiery advances only show from 100 to 150 per cent. Reductions in prices must be in proportion to the advance. Any big advance over to-day's price of cotton or a change to an eight-hour working day, which labor in a number of states expects to put in effect on February 3, cannot but have some bearing on prices as quoted at the present time.

Not Operating to Capacity

"The manufacturers do not expect to run their mills to capacity over the next few months, as they realize all must go through a readjustment period. To-day quite a few of the mills are closed down, some are running on short time. Should the present curtailment keep up over a period of two or three months, it cannot mean anything but a scarcity of merchandise. Men are being mustered out of the Army and Navy in great numbers; this in itself means there will be more dozens of men's hosiery and underwear sold in 1919.

"The manufacturers appreciate that conditions do not warrant the buyers contracting for their usual quantity of merchandise. They realize merchandise cannot remain indefinitely at war prices, and there will be probably a gradual decline extending over a period of a few years. The consumer has not stopped buying. The retailer must buy when his stock is depleted. The jobber can buy in a conservative way and get his samples for the road men. The manufacturers do not want to close down their mills unless it is necessary. They owe something to their employees and the men who are returning from the front and are expecting their old positions back. How much better it would be for the manufacturer, jobber, and retailer to work together, to stabilize and not to demoralize the market."

On the same topic a third large distributor says:

"The labor cost of producing hosiery to-day is about the same as during the highest period of nineteen-eighteen. The slight recession in some materials is more than offset by the increased cost of labor and other expenses that make up the cost of manufactured articles when delivered, consequently there can be but little change in price for contracts placed now for delivery within the next four or five months.

"As the prices of fleeces and heavy hosiery delivered in the Fall of nineteen-eighteen were based upon conditions of the late Fall of nineteen-seventeen, the prices for these lines for delivery in nineteen-nineteen will possibly be higher than the prices of similar goods were in nineteen-eighteen."

CAUGHT COMING AND GOING

Stanley Ledirock, who was arrested in Waterloo on a charge of stealing a quantity of goods from W. Vavrimers tailoring shop, Toronto, a few weeks ago, was found guilty and remanded until the 11th for sentence.

S. Schwartz and Mike Krisco were also in court on a charge of receiving stolen goods. Schwartz was found not guilty, but another charge was laid against him of having transacted business on Sunday. All of which goes to show that one way or another, coming or going, they get you.

CAN YOU SIZE UP PEOPLE QUICKLY AND ACCURATELY?

In the Final Analysis, Picking Men For a Jury is the Same as Picking Men For Business—Read This Story—You May Get a Tip That Will Help You With Your Work

JOHN B. STANCHFIELD is one of the greatest trial lawyers in America. His success he attributes largely to being able to pick men. If you are a good picker he says you win. In the "American Magazine," he tells how he sizes people up as follows:

Human nature is always interesting; but to me personally it has been the most interesting in two very different places—the baseball field and the court room. I know them both very intimately, for before I was a lawyer I had been a baseball player at college.

My father was a country doctor at Elmira, New York, where I was born. As with most country doctors, his practice was not rich in financial rewards, and when I went to Amherst I helped to put myself through that college by playing baseball during vacations. I was a pitcher and we used to do our spring practising in the bowling alley of the gymnasium.

By accident I discovered that I could pitch a ball which would curve out over the adjoining alley, a feat which attracted so much attention that it came to the ears of the professor of mathematics. He declared that it was impossible, violating the law both of God and of man. He could not be convinced to the contrary until I proved it to him by pitching a ball and curving it around the corner of a building.

With these curves at my command I naturally had a secure place on the college nine; and as I also rowed with the crew I spent more time on athletics than on books. But I think that, because of this very thing, I learned to study human nature, and the training I got in this way was worth more to me later than mere book knowledge could have been.

To know what the other fellow is thinking, to be constantly on the alert, to watch all the different players on a ball field, is not so very different from a lawyer's work in a court-room. In both places it is a battle of wits as well as of technical skill. In a trial one must watch the opposing lawyers, the plaintiff, the defendant, the judge, the witnesses, and the jurymen.

The battle, as a rule, is not over points of law. Instead, it's based on the knowledge of human nature possessed by all parties concerned. In fact, human nature plays so important a part in a courtroom that most cases are won through shrewd observation of how the human being thinks and acts.

In selecting a jury, for example, the law plays practically no part. It is understanding of human beings that counts.

For this reason I study your face, your tone of voice, the answers you make, and, especially, whether or not you look me in the eye when speaking. I make it a point to find out whether you are well-to-do, or perhaps a clerk in a store. In addition, I always want to know the occupation of a prospective juror's children as well as the occupation of the juror himself. I ask your age, religion, and many other things, because they all aid me, as the prosecutor or the lawyer for the defense, to make up my mind whether or not I want you for the jury. And if I don't want you, I try to get rid of you, as I shall explain later on.

If your answers are hesitant, both the prosecution and the defense are against you. And the reason is, of course, that we both fear you will be too easily swept with the crowd; that you will bring in whatever verdict the majority decides upon. We doubt your ability to think for yourself.

There is, however, another side to this point. If, instead of being a weakling, you have a hard, determined jaw, and show by your answers that you are stubborn and defiant, we may also hesitate to take you. If we get twelve stubborn men on a jury, the end of the world might arrive before they would come to an agreement! The ideal jury is one composed of four strong men, and eight intelligent and resolute ones. We want a few men of great decision so that they will bring a verdict for one side or for the other.

Your position in life is always considered, of course. If I were defending an employee I should hesitate about having many employers on the jury. They may try to be neutral and fair; but if there's any "leaning" at all, it will be toward the prosecution instead of the defense. The same thing would apply if a rich man were being tried. Then, I should try to get a jury of men of property, and of the same standing as the defendant. For a jury of poor men is not inclined to be merciful toward a wealthy defendant, even though he really may be innocent. The poor love to "swat" the rich whenever it is possible. We always try to get men of one class to try men of the same class in order to insure fairness and justice.

Another point that must be watched is that of religion. A fanatic of one faith may take an instant dislike to a defendant of another faith, and so make his decision on the ground of religion, instead of on the evidence. On the other hand, however, the prosecuting attorney knows that it is dangerous to his case to allow many men of the same faith as the defendant to sit in the jury box. For they may allow the common interest to sway them in rendering their verdict.

Membership in a society or a fraternal lodge is to be taken into account, for the same reason. If a juror belongs to the same society as the defendant, he will usually be challenged by the prosecution on the ground that he could not give a fair verdict. Of all problems, however, that of an Orangeman and an Irishman is the most difficult. You can well imagine what would happen if one were set to decide the case of the other.

There is a vast variety of things which can influence human beings in rendering judgment on others. Just take, as an example, the incident which taught me always to ask, "What are your children's occupations?" Apparently the occupation of a man's son could not affect the verdict he would render. But I found that it sometimes does.

I was defending a man accused of some crime against a department store, and I was very much surprised when a verdict of guilty was brought in against my client. I was so surprised, in fact, that I spoke to some members of the jury after they had been dismissed. And this is what one man told me:

"The fellow that swung the verdict," he said, "has a son working in the department store. He seemed to think it was up to him to help convict your man just because his son works in that store."

You, as the reader, may probably say that you wouldn't have let such a fact influence you. Nevertheless, if one of your children or a near relative had a good job with some corporation, and you were a juror in a case brought by that corporation, I'll wager that your sympathies would not be with the defendant. In cases for the Government, especially, lawyers for the defense have to be careful to find out if any of the prospective jurors have children in the Civil service. If they have, we don't care to take a chance; for, though the man may not blindly disregard justice his sympathies will all be the other way. It might be possible, of course, that he and his children might dislike the Civil Service, and so be for the defense. But we are not likely to find this out.

It is impossible to know what relationship may exist between the defendant and some member of the jury. We have sometimes discovered, long after a trial, that the defendant had wronged some member of the jury years before, and that the juryman voted against him "to get even."

If a man is lying, however, you can always catch him by asking him to repeat. And the test isn't, "Does he tell a different story?" It is, "Does he tell exactly the same story, word for word?" If he does, you can bank on it that he has prepared his story beforehand, mem-

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SALESMEN NOT CLERKS

IN the February edition of MEN'S WEAR REVIEW one reads "How To Retain a Valuable Clerk."

A subscriber writes as follows:—

Who ever heard of a *valuable clerk?* Who wants a "clerk" as a partner anyway? If you wish to retain your valuable "salesman" do not insult him by calling him your *"clerk."*

Clerks merely do what they are told, se'l what they are asked for — "Drop-in-a-nickel-and-get-a-cigar" machine; while the salesman uses initiative, sells many times as much as he is asked for and makes permanent customers of transients by rendering real service, thus building up a permanent business, from which he should draw a bonus as suggested in article referred to.

Better make the mistake of calling "the clerk a salesman" than of calling "the salesman a clerk." The former encourages, while the latter invites prejudice.

Get out of 19th century backwoods phraseology, and dignify your establishment, and increase dividends by referring to your valuable assistants as salesmen, not clerks.

OUR correspondent is absolutely correct, and we while taking our medicine standing up, will at least pass the advice along to you that we may all get out of the woods together.

IF you were not at the birth of the Retail Clothiers' Convention, you missed an important occasion.

CLOTHES do not make the man, but every man can do better work if suitably dressed.

DURING the "Flu" epidemic, L. Frankenburg, representing Crown Brand Clothes, Montreal, was taken seriously ill in Calgary and the report went the rounds that he had checked out for good. This is not the case, as Mr. Frankenburg advises us that he is very much alive to-day and wishes us to correct the report to the contrary.

A NEW FEATURE

COMMENCING with this number we have started a new feature. Our representatives, in going from one city to another, often come across some good ideas in merchandising, window dressing or new lines of goods. They keep track of them and send them along to your editor, he puts them in just as they come, the good with the bad. However, what is new to one is old to another. Bad for one, good for another. You are the judge: We believe this new feature a good one and it is our intention to keep right abreast of the times, if not a little ahead, and one of these days spring a new one on you. This new department we have called "Around the Shops," because that's where we get our information. Sometimes, just by being on the outside looking in, you see something that the fellow looking out all the time misses.

An idea one gets from reading the press despatches or the tailors too closely.

IN conversation with a wholesaler recently who had contemplated a business trip to England, but had since decided that the time was not opportune, he said that the reason he had decided not to visit England now was on account of the unsettled condition of the British markets, and, too, that he had received information to the effect that all material going into the manufacture of hosiery and underwear would advance from 20 to 40 per cent.

AROUND THE SHOPS

A VERY neat evening dress tie made of white percale with a fine hair line of black around the outside edges of the bow is on display in some men's stores and it sells as well as it looks. Everybody will soon be wearing one in place of the conventional all white.

THE latest style of shirt advertising is a fancy carton, at the top of which is a man's head. The carton is shaped and the cuffs appear at the bottom through a slit in the box. The idea is a good one, and new in this country. It makes a good display when used in the window.

HAVE you ever dressed your window this way? It's up-to-date and effective. For hat and cap display get some gold leatherette paper. Cover your floor with this. Cover your hat stands with light blue or purple paper. If your window has a solid back wall, use the blue paper as a background, with strips of gold paper running up and down. Put a few decorative leaves at back and around edges, then arrange your hats low in front, high stands at back. Some few pairs of gloves at foot of stands.

The colors are unusual and lend themselves well with greens, blues, blacks and greys, the usual colors in hats.

THE velour hat is very much in evidence in winter displays in New York, Buffalo and Rochester, Toronto and Montreal. It looks like it's come to stay. The prices range in the stores across the border from $3.75 to $8.00, with $5.00 and $6.00 styles most in evidence. The colors principally shown are dark blue, dark green and black. In the Canadian cities the prices range from $4.00 to $12.00, with $8.00 the most popular selling price.

ONE store is showing a new line of scarves made of wool with a shiny velour finish. The weave is entirely different from anything on the market heretofore. It has all the appearance of a very dainty brush wool closely woven in centre, with a very soft, glossy sheen. This style of scarf is cultivated by the Frenchmen, and last year by cosmopolitan London. Canada usually follows the English styles. Watch for this one.

A BELT with a very neat initial buckle in gold plate or plain silver on a narrow inch or inch and a half strap has all the appearance of a good saleable article. They retail at $1.25, $1.50 and $2.00. Last year in the States they were very much in demand, and should be here this year if properly displayed. They make a good showing when no vest is worn.

SOFT collars are gradually overcoming the start of the boiled collar. The new catch on some makes has the very much desired effect of keeping them up under the chin. This style does away with the old gold safety pin. But it is to be noticed that there are plenty of favorites among other styles that require a neat gold pin to keep them in order.

COLORED cuff buttons, of the double face style, are being cultivated, and with the increasing popularity of the soft reversible cuffs their future looks bright. They are usually of the enameled varieties, in shades of light blue, gold and mauve mixtures, with here and there a sprinkling of greens and reds.

A NEW ulster, a novelty in its own line, can be used as an ordinary coat in ordinary weather, or buttoned snugly around each leg separately for extraordinary weather. This latter is a patented feature and made to meet the needs of the out-of-door man.

EVEN the younger boys are going to have a change in styles. A split coat with upright slits for the pockets is being shown in some of the stores. The popular price is $15.00.

Some of the wholesale houses are showing soft craché hats in tweed effects, and style of blocking will appeal to the men this Summer. There are silk plaid effects in some styles that weigh next to nothing.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Feb. 25.—Of outstanding interest in its probable effect on market conditions as related to wool is the receipt of orders for some 60,000 men's suits from Europe, with the probability that this is only the first of many more to come. These come principally from the Roumanian and Serbian Governments, with small orders from France and Belgium.

Clothing manufacturers, in commenting on the 60,000 suit order, say this—and the further orders that seem certain, now that the Government has arranged $50,000,000 credits in France and Roumania—means the Canadian clothing manufacturers will be rushed with business and will be able to keep employed the staffs they developed during the war; able even to expand their staffs in many cases. The orders from abroad also mean that the Canadian cloth-making industry—which grew so tremendously during the war—will continue to flourish.

Orders for underwear seem slated for the Canadian mills as well, and this is another end of Canadian industry which promises marked activity during the coming months.

Canadian manufacturers have received advice also from their representative in London that Roumania, Serbia and at least part of Belgium will want to buy largely of shirts, overalls, working pants and the other products made by the manufacturers who constitute this association.

A representative of the Garment Manufacturers' Association leaves the end of this month for London, taking many samples, and is prepared to book orders, not only for the product of the Garment Manufacturers' Association, but also for Canadian-made cloths, sheetings, etc., which may be required by Roumania and the other countries.

The seeming certainty of big orders from Europe is taken by Canadian cutters-up as meaning they are on the threshold of a year of great activity—larger, rather than smaller, staffs are required, some of these manufacturers say.

Altogether, the outlook as it affects the men's wear trade is considered good. Placing business generally is light, but sorting orders are expected in big volume, and the amount of business handled during January and so far in February would indicate there were good reasons to expect good sorting during the coming months.

Neckwear, underwear, hats and caps, shirts and collars—practically every line is holding firm, with good business looming up, and any recession in values seemingly something for the future. The dearth of desirable goods, which became pronounced in the last few months of the war, has not been overcome, and with civilian consumption now steadily increasing, there seems every reason to look for well-maintained prices for some time, with the change to lower levels a gradual one, easily taken care of by the trade.

WOOL

Situation Revealed is One of Increased Confidence—Big Orders for Clothing and Underwear a Probability—Markets Remain Firm

WOOL.—Time enough has elapsed for the bottom to fall out of the markets if such a condition promised as a climax to the cessation of hostilities. The fact that very little change has come about, the realization that is coming to those dealers who were skeptical but more to the everyday consumer — that readjustments, though probable, are to be gradual, is creating a better feeling, a more confident tone in the trading that is being done and the outlook on the coming of Spring is considered very satisfactory.

That buying since the armistice was signed has been restricted to immediate requirements is undoubtedly true. That is a good sign—retailers and wholesalers are getting stocks reduced to a point where a decidedly healthy situation prevails—and it is generally conceded that the trade all along the line is working around to the point where price reductions, when they come, can be met with the least injury to all factors concerned.

Not that there seems much chance of any immediate reduction in prices of woollen goods. The situation in wool is pretty well controlled by the various Governments and seems due to remain at existing levels for some time to come. There may be some slumps, and there have been some sharp declines—but these are not general and are not a real factor in the outlook as a whole.

Latest reports indicate that Roumania will be in the market for large quantities of men's suits and large orders for underwear are being figured on and seem likely to be placed with Canadian manufacturers. This means not only employment for labor at the mills, but also that there will be no glut of goods on the local markets. This is good business for Canada, for labor well employed is contented labor and labor with buying power.

Buyers who have returned from the British markets see no possibility of declines in prices. The mills are still largely under Governmental control, and whereas a gradual relaxation of this supervision will come which may mean more civilian goods, the demands from all sources are expected to be so large that it will take many months to approach anywhere near normal in the matter of delivery. The effect of this condition on prices is not hard to figure, for supply and demand must always be a factor, and so long as the demand exceeds the supply, bidding will be spirited and prices high.

The big factor entering into the cost of all goods is labor, and the present unrest with agitation for higher pay and shorter hours presents a problem which calls for serious consideration. One, of the biggest factories in the United States granted the shorter hours at the existing rate of pay per hour, with overtime allowed at time and one-half. Whether this will be the final solution is not yet known, but undoubtedly Canadian mills will have to adopt a similar scale of hours This is only an indication of the trend of the labor situation and is one which must, to a large extent, determine the future value of the goods themselves.

Indications are that the world's supplies of wools are ample and the problems of transportation to the spinners are being worked out satisfactorily. Production of the looms may be expected to improve as the demobilized men get back into their old places and in time a gradual readjustment of prices on most lines of woollens to lower levels may be expected.

Sorting orders which the men's wear houses in all lines are handling represent a splendid volume of business, but retailers show a disposition to withhold placing for future supplies. The danger in this lies more in the fact that goods may be scarce than in the question of higher prices, as the latter can be overcome, but unless goods are procurable they cannot be sold. Jobbers will not place orders and carry stocks on the chance that they may possibly be called for later. The retailer must assume responsibility in the question of merchandising. This does not mean that he should order more than he thinks he can move, but goods on hand are better when the demand is ready to absorb them than many weeks or months away.

COTTONS

COTTONS.—Canadian manufacturers have received advice from their representative in London that Roumania, Serbia, and at least part of Belgium, will want to buy largely of shirts, overalls, working pants and the other products made by the manufacturers who constitute this association. To the end of making more certain of this business, H. M. Levine, of Montreal, first vice-president of the Canadian Garment Manufacturers' Association, leaves for London by the Olympic, which is posted to sail Feb. 28.

Mr. Levine takes with him many samples, and is prepared to book orders not only for the product of the members of the Garment Manufacturers' Association, but also for Canadian made cloths, sheetings, etc., which may be required by Roumania and the other countries.

The seeming certainty of big orders from Europe is taken by Canadian cutters-up as meaning they are on the threshold of a year of great activity—larger, rather than smaller, staffs are required, some of these manufacturers say.

These prospects of export business are encouraging and will do a great deal to stabilize conditions which have been just a little uncertain and which have resulted in buyers sitting back and waiting.

Conditions remain somewhat puzzling after three and a half months after hostilities had ceased. Manufacturers are not certain as to the movement in the raw market and the unwillingness of retail buyers, especially, to commit themselves in advance purchases, is a factor they are forced to consider. Raw prices of cotton have gone down since the armistice was signed—up and down—like a sort of seesaw, it is true, but more down than up. This applies chiefly to "futures," rather than to "spot" prices. The mill heads tell **MEN'S WEAR REVIEW** that they have to pay practically as much as they paid months ago for all they require for immediate delivery. "Futures" are down several cents below, but prices on these are much of a gambling proposition. There was a theory that as soon as the war was over prices of raws would jump, for Europe would require huge quantities to make up for lost time. But whether European looms "required" it or not, somehow the orders were not in a hurry in arriving, and the market sagged, and then sagged some more. Now and then comes a promise—perhaps where the wish is father to the thought—that in a week or so the available shipping will be loaded with Southern bales, but somehow the time arrives, and with it there is little sign of additional shipping or the longed-for orders. Thus, reconstruction drags on.

In the South there is a strong movement among the planters who have money, to hold the raws to await a 35-cent offer (where now futures are 22-23, and spot 27-28) and coupled with this is a proposal to decrease the acreage under crop so as to make supply and demand approximate more closely. No final decision has been reached on either of these plans at this time. Meanwhile, with the price of raws lower, but an extreme uncertainty as to whether they may rise later on, a conflict has arisen between mill owners and employees. Demands were made early in February for a 48-hour week, in place of 54 hours, but at the same pay as for the longer period. A number of mills granted the 48 hours but declared wages must be cut in proportion to the time. Many of the employees accepted; others went on strike; some mills on their demand being received "closed shop," on the ground that they had insufficient orders to keep the looms at work. Now the would-be strikers charge a "lock-out" on the part of the mill owners, and a big textile strike, involving tens of thousands of workers, is on.

U. S. Mills Cutting Prices

One more development across the border, of equal importance to Canadians, is the action of some of the cotton mills in cutting prices, some as much as 30 or 33 per cent. for Fall, 5, 6, 8, 9 and even 10 cents a yard. It is stated in many cases the mills did this to ensure orders. But the real cutting in prices has come from the jobbers who were caught by the unexpected ending of the war with large stocks and were unable to carry for any length of time. Fearful of heavier losses by holding longer, they are offering at a bargain. But Canadian buyers have found, for the most part, that there is not much offering at cut rates; in Canada none at all from the mills, and limited quantities from jobbers. Labor prices rule as before, and a threatened strike of the employees of one mill at Kingston suggests that demands for higher wages may spread to Canada.

Generally speaking, there seems little to indicate a sudden drop in prices among Canadian mills. Since the armistice no cuts have been made; at the beginning of February, indeed, there was an advance of ½ to 2½ cents a yard in several lines of factory cotton. It would appear that the only possibility of a cut in Canadian prices is a threatened invasion of the Canadian field by United States mills that have cut prices to get business. Then, it is understood, Canadian manufacturers have decided they will meet the cut—even below cost—if need be, to retain their hold on the domestic market.

TIE SILKS

Tie silks very scarce in New York City and prices firm, in fact higher than prices for last Spring. About $7.50 per doz. will be the lowest price that one large manufacturer will have to offer to the retail trade for Fall, 1919. This means that $1.00 neckwear will be the staple price for Fall. A great many novelties are shown, but they are very high-priced. One that looks good is the handkerchief scarf in fancy foulard silks. It makes a fine full cravat, and will retail at $1.50 each.

AUSTRALIA'S POPULATION EXCEEDS 5,000,000

The Commonwealth statistician has announced that in September, 1918, the population of Australia (exclusive of Aboriginal) passed 5,000,000. It is interesting to note the gradual increase in a country so far from the sources of emigration.

In 1800 the population of Australia was 5,217. In 1900, a century later, it had reached a total of 3,765,339. Since the attainment of the first million the average addition to the Australian population has been a million every fifteen years.

Messrs. Dennaney Bros. have opened a men's wear store in Zurich, Ont.

SUITS & OVERCOATS

CLOTHING

Export Business Coming to Hand Quite Freely—Indications That More Will Come—Situation in Regard to Cloth Still Difficult

CLOTHING.—Orders for some sixty thousand men's suits have been received by Canadian clothing manufacturers from Europe. The order comes through E. L. Carley, the representative whom the Canadian clothing manufacturers sent to Europe some time ago, and comes principally from the Roumanian and Serbian Governments, with small orders from Belgium and France.

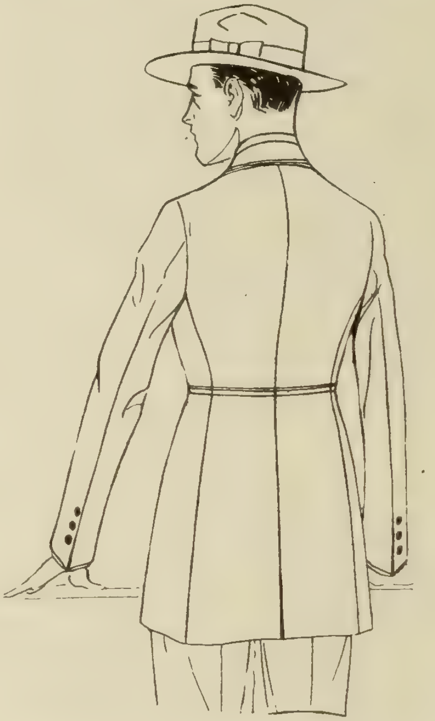
It is evident this order for 60,000 suits is considered only the first, for Carley, representing the clothing manufacturers in England, has asked that samples of serge from 15 to 22 ounces be sent him. The woollen manufacturers are doing more than send these samples. They are sending also two of their leading members, Geo. C. Coppley, of Coppley, Noyes & Randall, Hamilton, and M. Friedman, of Friedman & Co., Montreal, who will sail Feb. 28 on the Olympic.

Commenting on the 60,000 suit order, clothing manufacturers say this—and the further orders that seem certain, now that the Government has arranged $50,000,000 credits in France and Roumania—means the Canadian clothing manufacturers will be rushed with business, and will be able to keep employed the staffs they developed during the war; able even to expand their staffs in many cases.

The orders from abroad also mean that the Canadian cloth-making industry—which grew so tremendously during the war—will continue to flourish. Canadian clothing manufacturers state that the product of the Canadian mills is splendidly adapted for this export business, and that the mills will assuredly be kept busy turning this out. That these mills, therefore, will maintain their entire staffs.

This is cheering news, especially in view of the fact that United States cloth mills are now reported to be offering their product on the Canadian market at heavily cut figures. From what can be learned, it would seem that the United States cloth offerings are not a very vital factor. The cut in price is small, and Canadian clothing manufacturers being well provided with cloth for next Fall's needs are not inclined to buy. The American product is not as suitable, they say, for the export requirements as is the product of the Canadian mills.

The situation in regard to getting delivery from Great Britain has not eased to any appreciable extent as yet. One cloth importer reports receiving a recent shipment of heavy Winter cloth, and the arrival of this at such a late date resulted in his writing a letter to the mills in reference to his orders for Spring, asking that they be speeded up if at all possible, so that he could effect sales when season was at hand. The reply he received was to the effect that they had not yet started on his Spring orders and wouldn't be able to for another couple of months, and expressing their willingness to cancel. This importer did not cancel, and only asked the mills to execute orders at earliest possible date. This would indicate that position as it effects the British mills is strong and they must have in prospect big business or they would not adopt a "take it or leave it" attitude at this time.



The back view of the new form-fitting, waist-line sacks for young men. This style has been a popular one in the United States, and is now being taken up here.

Altogether the situation is considered quite favorable, and manufacturers of ready-made clothing are already shipping spring orders quite freely, with prospects bright for a big season's business.

THE TWO MACS, LTD.

The Two Macs. Ltd., announce the entire remodelling of their store situated at the corner of Sparks, Bank and Queen streets, Ottawa.

Complete departments will be moved from one location to another. Fixtures which have become antiquated will give way to the very latest inventions. Up-to-date show cases will assist in making a fine display of new merchandise.

The steady growth of the business has been marked, being due to the fact that values are always real and customers satisfied.

CLOTHING MEN WHO WILL GO OVERSEAS

The Canadian manufacturers of woollen clothing and cotton apparel have selected the representatives who are to go to Europe in search of export orders. H. M. Levine will be the agent of the makers of cotton articles; G. C. Coppley, of Hamilton, and H. M. Freedman, of Montreal, will go overseas for the manufacturers of woollen garments.

KEEPING UP WITH THE FASHIONS

"I see men's clothes are to be 'sprightly, dashing, and youthful,' said a discharged soldier, as he gazed at his $35 clothing allowance. "I guess mine will be youthful, all right; after I get a pair of shoes and a hat this will just about buy me a pair of short pants."

The name of Mr. George Torrance Milne, His Majesty's Trade Commissioner-General in Canada and Newfoundland, is included in a recent list of Officers of the Order of the Empire (Civil Division) in recognition of services rendered during the war period.

Previous to his recent appointment to Montreal, Mr. Milne was British Trade Commissioner in Australia for five years. He has also resided in various parts of South America. He is a Medallist of the Royal Society of Arts, London, and a Fellow of the Royal Geographical Society.

NECKWEAR

NECKWEAR

Improvement Slow in Coming—Swiss Offerings Considered High—Italian Silks Will Be Available

NECKWEAR.—Unfortunately there is little improvement in the situation on neckwear. American mills working on a 50 per cent. output or less, as they were for some months prior to the signing of the armistice, were unable to meet the demands made upon them, with the result there were no stocks to draw from and there is no accumulation yet to make the outlook much brighter.

There have been some offerings of Swiss silks recently, but neckwear manufacturers intimate these are out of all proportion to their proper value. Swiss interests have had to contend with high labor costs and enhanced production figures, too, but the feeling seems to prevail that the prices asked for their product now are extremely high. There are some stocks of Swiss silk ties being offered based on costs much lower than those asked to-day.

Italian silk is available in very fair quantities and the trade will be able to secure its needs as usual in this grade of neckwear. There are some beautiful offerings and the combination of colors is exceedingly well arranged with absolutely fast dyes procurable.

Manufacturers generally intimate that there is not the usual amount of placing business being done, but that sorting orders are coming along quite freely. January business was considered very good, February promises better and the outlook is that the Spring months will see a big volume of business transacted. There has been no revision of prices downward and there seems no prospect of such a move for some months to come.

SINGLE END DRESS TIES POPULAR

"Men's Wear," New York, Says: Single End Dress Ties Become More Popular in United States

It is interesting to note that the single end dress tie is being featured to a greater extent than ever before by some of the higher class haberdashers in New York and elsewhere. This is the straight single bow tie, tied with an Ascot knot with one end and one loop instead of the customary double end. It is made of casions, while for dinner wear it comes in either black satin or grosgrain. The ends are made in two styles, the plain square end and the pointed end.

"This form of dress tie seems to be coming in for a greater share of attention from the man who exercises great care in his formal dress apparel and who desires at the same time to have something that is correct and yet rather different from what others are wearing," said the manager of one of the stores which is featuring the tie in unique window displays. "Sales are increasing, but as yet, of course, the regulation double end ties are in better demand. As more dress suits will be worn from now on, there being no voluntary restrictions upon the holding of 'affairs,' as was the case during the war, we look forward to selling this particular tie to a much larger number of particular dressers than heretofore."

Pure silk hand made handkerchief cravat being shown by the King Suspender and Neckwear Co., Toronto.

GREAT BRITAIN REALIZES NEED CONTINUING THRIFT

Interesting Statements from Committee's Report on Financial Facilities for Trade

Great Britain realizes that the financial problems of the after-the-war period must be solved chiefly through production and saving. This is to be seen in the recently published report of the committee on the provision of financial facilities for trade after the war, appointed by the Chancellor of the Exchequer and the Minister of Reconstruction.

The committee express the emphatic opinion that the primary factor in repairing the wastage of capital caused by the war lies mainly in increased production and actual saving.

The very large extent to which expansion has taken place is shown by the fact that whereas the total deposits at the banks of the United Kingdom, exclusive of the Bank of England, amounted at the end of 1913 to £1,070,000,000. The amount of deposits is now nearly £2,000,000,000. The enormously increasing purchasing power thus created has, in the committee's opinion, been one of the main factors contributing in the general rise in prices.

The enormous potential increase in the number of small investors as shown by the figures published by the National War Savings Committee, and the importance of the encouragement of this tendency for the rapid reconversion of trade and industry, are emphasized by the committee, as is also the necessity for genuine saving to make good the destruction of capital during the war.

It is the recognition of similar fundamental conditions that has led to the adoption of the Canadian War Savings Plan. Through War Savings Stamps and Thrift Stamps it gathers up the dollars and the 25 cent pieces, paying 4½ per cent. compounded half-yearly.

HATS AND CAPS

Spring Orders Moving Out Quite Freely —Stiff Hats Show Greater Activity —Tweed Caps at High Figures

HATS, CAPS.—Jobbers are well satisfied with the placing business done on hats and anticipate a much larger sorting business, comparatively, during the coming months of Spring and Summer than they have had for years.

There is a decided tendency developing towards the stiff hat again, it is indicated, and the feeling prevails that in another six months this will be back quite strongly. For Fall, the rough finished felt hats are slated to be popular again, velours, satins, etc., being the samples now lined up for the Fall trade.

Shipments of Spring stocks have come to wholesalers' hands in very good quantities, and Spring orders are now going forward to the trade quite freely. The offerings for Fall are showing no declines in prices, and with labor demanding more (and getting it), fur none too plentiful and high in price, there is no immediate outlook that a recession in values will be possible.

Indications are that good tweed caps are very high in price, but there are some splendid offerings for Fall, Canadian made, at $24.00 to $36.00, that are considered excellent value. The feeling is general that there should be a splendid season for caps with the possible exception of heavy Winter lines, which, perhaps, will show quite a heavy carryover on the part of the retailer.

Altogether, conditions are considered very bright. and there seems every reason to believe that this end of the men's wear business will enjoy a busy year.

UNDERWEAR

Outlook for Export Business Promises Activity for Mills—Wholesalers' Stocks Light

UNDERWEAR.—There has been a tendency on the part of buyers, both wholesale and retail, to hold back on placing orders for next Fall and Winter in anticipation of a reduction in price At the present time there seems no immediate prospect of such a move.

Indications are that there will be some large orders placed by Roumania and Serbia and possibly some of the other Allied countries, which will tax the capacity of the Canadian mills. These orders are not yet in hand, but there has been some business for other lines placed in Canada and that underwear is to be added to the list of exports seems more than likely.

Stocks in wholesalers' hands generally are pretty well exhausted, the orders for the forces undertaking the Siberian expedition being supplied from the wholesalers' shelves. With the retailer indications are that owing to the generally mild winter that there may be a very fair amount carried over to another season, and this is undoubtedly a factor to curtail placing from this source. However, with a normal winter next year, or one even approaching normal, there should be big business and sorting in large volume seems quite probable.

CLOTHING MANUFACTURERS' CONFERENCE

Representatives of Woollen Clothing Trades Meet in Ottawa

AT a conference held in Ottawa on February 6 by representatives of the woollen and clothing trades of Canada, with a view to ascertaining the prospects of obtaining export business which the war trade mission is fostering, it was stated by Mr. Lyon Cohen, of Montreal, that Canadian manufacturers were hoping to obtain trade for Canadian clothing outside of Canada. Mr. Cohen also put the lid on the rumor that wool stocks were in a famine condition, and that the manufacturers did not look forward to any scarcity which would affect the present prices of clothes. Mr. Cohen went on to say that statements had been made that suits and articles of clothing would reach fabulous prices, but that there was no ground for such statements. Clothing will remain at the present prices for some time to come, but there is no immediate prospect of them going higher.

Mr. Cohen has voiced the opinion held by a large majority of the manufacturers and wholesalers houses to-day. The rumor of wool famine and fabulous clothing prices is a ridiculous one, and it was time some one in the trade put the damper on it.

A NEW STORE IN OTTAWA

Pedrick & Palen, "the house of tailoring service," are opening for business at 371 Bank street.

MR. W. A. PEDRICK

Mr. Pedrick has been with Geo. Preston & Son, Rideau st., Ottawa, for twenty years.

Mr. F. A. Palen is also known to Ottawa, he having learnt his trade with "The Two Macs" here. Calgary claimed him for a while as supervisor, cutter and designer. Answering his country's call, he enlisted with the 77th Batt., and went overseas in the first draft. Wounded at the "Somme" and a year and a half in hospital, he received his honorable discharge, and once again enters upon a civil career.

MR. F. A. PALEN

In the firm's opening advertisement, they assure the public that their close connection with the leading woollen manufacturers enables them to give patrons a tailoring service not equalled in any city in Canada, plus years of practical experience, ability as designers and cutters.

CHANGE IN ORILLIA

Mr. J. H. Fox has made a change in his business by admitting to partnership Mr. Robert H. Soren, who was formerly with G. Hawley Walker, of Toronto. We understand Mr. Fox will spend most of his time in buying centres, and that Mr Soren will be located permanently at Orillia.

MEN'S WEAR REVIEW wishes the new partnership continued prosperity.

THE WEST LOSES, THE EAST GAINS

It is reported that Mr. T. B. Garland, who has been connected with the firm of McLean and Garland, Ltd., men's furnishers, on Main and Market streets, Winnipeg, since the organization of the business some ten years ago, is now coming East. Mr. Garland is going into the wholesale grocery business with his brother-in-law, D. B. Harmer, at St. Catharines, Ont.

EXCLUSIVE STORE USES SMALL CARDS

Show Cards in the Windows a Little Larger and More Easily Read Than Those Used in the Store—Color Scheme of the Cards is Frequently Changed, Although White Cards Are Always Popular

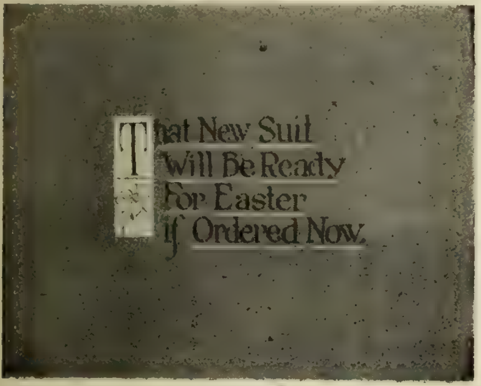
One of a series by R. T. D. EDWARDS

ANYONE interested in showcard writing, whether a card-writer or not, when travelling throughout the American continent will take notice of the particular styles of showcards used in various districts. He will also notice the similarity of the work in one district of various card-writers.

This seems to have been the case especially throughout Canada where card-writing has not been practised as long as on the other side of the line. Here, one good card-writer settles in a district and from him many amateurs copy their style. This is gradually improved upon until the district has a lot of good card-writers, all with much the same style.

Could Be Improved

This condition, while not objectionable, could be improved upon by varying the ideas comprised in showcards used in other cities with the local style.



With the object of improving the showcards in various localities, we are running this series of showcards explaining the various methods used in large stores throughout Canada and the United States.

This month's article deals with two large stores in Chicago. Their methods of preparing showcards are well worth studying.

The first store which we will consider is one which handles very high class merchandise, a very exclusive store. Not the type that has to advertise bargains to sell its goods, but whose merchandise is so exclusive that very few cards are needed for the display.

The Difference

This is one of the predominating differences between the Canadian and American stores. The better class American stores use showcards sparingly and those they use are very small with small lettering.

The lettering is very neat, but no neater or better than many Canadian card-writers can do. The lettering is kept to the centre of the card, showing plenty of background and when a price is necessary the figures appear no more conspicuously than the lettering. The work is usually of brush or pen stroke construction.

1. Our soft collars give that "comfy" feeling and that smart appearance.

2. Our prices are as moderate as good workmanship will permit.

3. Stock up in shirts while our stock is large.

4. Easter suggests newness; how about a new cravat?

5. Hats in soft or hard styles for particular people.

6. That new suit will be ready for Easter if ordered now.

7. Men's hosiery that combine appearance with wearing qualities.

8. Raincoats that live up to their reputation in a storm.

9. Hats that suit your face fitted by experienced salesmen.

10. Don't delay, buy to-day; you'll be satisfied to-morrow; money returned if not.

11. Larger display inside than in the window. No admission fee.

12. Wise people will avoid the rush of Saturday night.

Now take the Canadian stores, even the most exclusive, you will find using cards of a type that the cheaper American store uses. Large cards with heavy type and often of gaudy colors are common. This class of card is absolutely barred in the type of American store previously mentioned. They are considered vulgar and absolutely out of keeping with their beautifully designed stores and with the beautiful merchandise they sell.

Cards Are Small

Their showcards are small, this lettering is small and price is small. The lines are straight across the card and all layouts are uniform. One type of lettering is used throughout the store and only one. These cards are used exceedingly sparingly and not placed in a too conspicuous place so as to detract from the merchandise display.

White is Popular

White cards are popular, but the color of the cards is changed from time to time. But no matter what color is used it must be uniform throughout the store. The card-writers work slowly and accurately to get uniformity in their work.

At the present time the most exclusive store of the two is using a very pleasing brown mottled card with small white lettering for both windows and interior use. The white lettering is put on with a small brush or music pen which will flow the heavy opaque card-writer's white successfully.

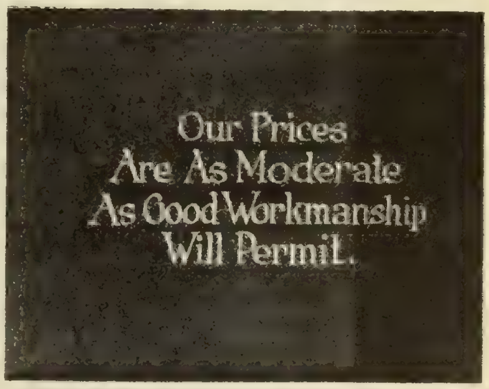
A quarter sheet card (11 in. by 14 in.) is used in the windows and with the most exclusive displays no cards are used at all.

The other Chicago store uses a white card for the interior and vary the styles for the windows.

On the main and second floors of the latter store it is the rule not to use any larger card than 5½ in. by 7 in. The lettering is made with the pen, using a black carbon ink. Both the lettering and price are put on small, but are quite readable.

The Window Cards

The window cards are a little more elaborate at opening times when coloring is used very sparingly. Cards similar to the grey card with black lettering illustrated on this page are used. The edges of this card are sometimes bevelled and gilded. The fancy capital is drawn on white paper and pasted on the card.



The other illustration shows the style used by the store first mentioned. It is a dark brown mottled card with white lettering. This store always has the edges of their good display cards bevelled and gilded.

THE TREND OF FASHIONS

From the Sublime to the Ridiculous

ACCORDING to reports drifting in from Atlantic City, where the National Association of Merchant Tailors have been in session, it would appear that the styles have got back to the form-fitting fashion.

Some of the delegates were highly enthusiastic and went so far as to suggest that mature gentlemen of a plump, if not corpulent tendency, will require "stays" to get away with the newest attire in masculine raiment.

According to the terms of the trade, masculine styles for the ensuing twelve months are to be sprightly without conspicuousness, dashing without verging off extremes, youthful in temperament and inspirational. In place of the inevitable summer flannels o fthe past, men will wear recreational raiment fashioned of silk, fine linens and other delicate fabrics. Even the prosaic sack suit of business is to have a "swing" imparted to it by a high waistline and a long-vent back.

Brings man's fancy sack panel back. Being Shown by H. Vineberg & Co., Montreal.

A New York exhibitor shattered evening clothes traditions in the fashion show to-day with a double-breasted dinner jacket, which was promptly pronounced one of the most artistic offerings in the nationwide exhibit, but it is for the slim man only. Evening clothes are to be made with extremely high waistline, absolutely form-fitting and with plain satin lapels and collars, the use of braid being confined altogether to the adornment of exceedingly graceful one-bottom cutaways for afternoon and calling functions. Wide braid is used for trimming, also upon lapels, slashed pockets and cuffs for overcoats.

MERCHANT BELIEVES FIBRE SILK SUPERIOR TO REAL SILK SHIRTS

Although good quality fibre silk shirts are much better garments than genuine silk shirts, the policy of certain manufactures of the fibered fabric has resulted in a loss of confidence by the public, according to the statement of a local retailer made to "MEN'S WEAR," New York.

"I wear a fibre silk shirt myself and prefer it to real silk, for it wears better. But the market has been flooded with inferior garments since prices went up, and as a poor fibre shirt is absolutely worthless, some people have become afraid to take a chance on anything but real silk."

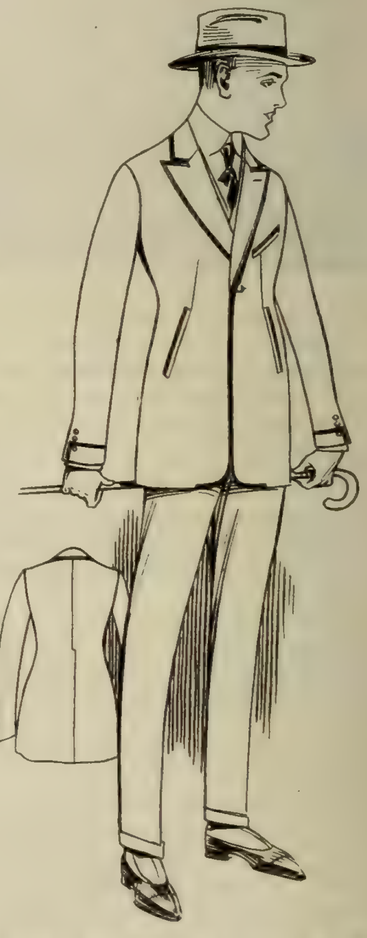
The statement of this merchant was made in comment upon the assertion by a manufacturer that retailers have been too hasty in condemning fibre silk garments. Any falling off in the demand for fibre silk shirts was due to the fault of the manufacturers themselves, he said.

"Before prices rose," he asserted, "a good quality fibre silk shirt cost $3 or $3.50, a price that is not too high for a shirt of such excellent appearance and durability. As a matter of fact, fibre silk shirts, or madras shirts, for that matter, are better merchandise than genuine silk, for real silk is only worn for show, and the purchaser does not require that article be especially durable. But with the introduction of fibre silk, he learned that a good deal of dependence could be placed upon a shirt that had all the attractive qualities of genuine silk.

"Then, when prices rose, good fibre silk shirts went up to $5. The cheaper article, which had heretofore sold for about $1.95, rose in price correspondingly to $3.50. A man doesn't expect much of a silk shirt that he buys for $1.95, but when he pays over $3 he demands something in the way of quality. As soon as prices rose, some manufacturers began to use substitute materials, and the cheaper shirts went to pieces in no time. As a result I have discontinued the cheaper lines, and will not introduce them again, unless prices go back to their old level. But the demand for high class fibres is still good, and I actually prefer to sell them to real silk, despite the fact that sales of genuine silk shirts represent a good sized purchase, for the fibre silk shirt gives better satisfaction in the end."

IMPROVED SERVICE AIMED AT BY EXPRESS COMPANIES

With the request of the railway express companies for permission to increase their rates still under consideration by the Dominion Railway Board, comes a request from the employees of one of the companies for a board of conciliation to adjust wages. Officials of the express companies stated to MEN'S WEAR REVIEW that they have made many increases in wages to their men in the past two years. They also point out that express tariffs have not been revised in a number of years, and that the rates that are now prevailing are the same as those in effect when wages, transportation and operating costs were much lower than now. A large amount of facts concerning the situation are being gathered by the Dominion Railway Board and a decision on the request is expected before long. In the meantime, in some of the express offices a "Better Service Campaign" has been inaugurated. Many of the losses in the past, express officials state, have been due to improper packing and inadequate addressing of parcels. An effort is being made to get business houses, especially the large shippers, to co-operate with the express companies in eliminating trouble from these sources. In the express offices a four-minute talk will be given to the employees occasionally, emphasizing the importance of "Starting Express Shipments Right."



New model young men's sack, note the braiding shown by College Brand Clothes Co., Montreal.

MEN'S STYLES AT PALM BEACH

Expressions of Opinion on Palm Beach Styles Generally Agree That What is the Trade To-day Will Not Be To-morrow

There is always an interest in the present styles, whether the future will bring something new or not, even though the style experts predict radical changes in men's attire, we sometimes have to deal with the present.

The smart dresser in Palm Beach to-day favors the composite suit, sports coat and white birdseye or flannel trousers, the former the ultra note. Tans and greens or heather mixtures in English crash, English gabardine in tan, form fitting back, open vent front, two-button roll.

Suits of pongee and rough weaves adhere to the lines of two-button roll, patch pockets and open vent.

For golf, heather mixtures with knickers. Last season an attempt was made to launch white linen knickers, but apparently it was a failure. Anthony Bros. in Palm Beach have the fashionable men's shop. Many Northern men are entirely fitted out here each year in sports clothes, so a few items can be given of what is correct in men's dress for Palm Beach this season.

Much is made of the English homespun suits. This model is usually featured in a green and tan heather mixture. Two-button roll front, imitation belted, form fitting back, open vent. Another popular sports coat in dark brown pure imported Scotch material, three-button roll front, open vent back, patch pockets. Polo coats worn by the men here are mostly in the light tan colorings of English camel's hair. Belt back, patch flap pockets, cuff sleeves double breasted roll collar, long vent back.

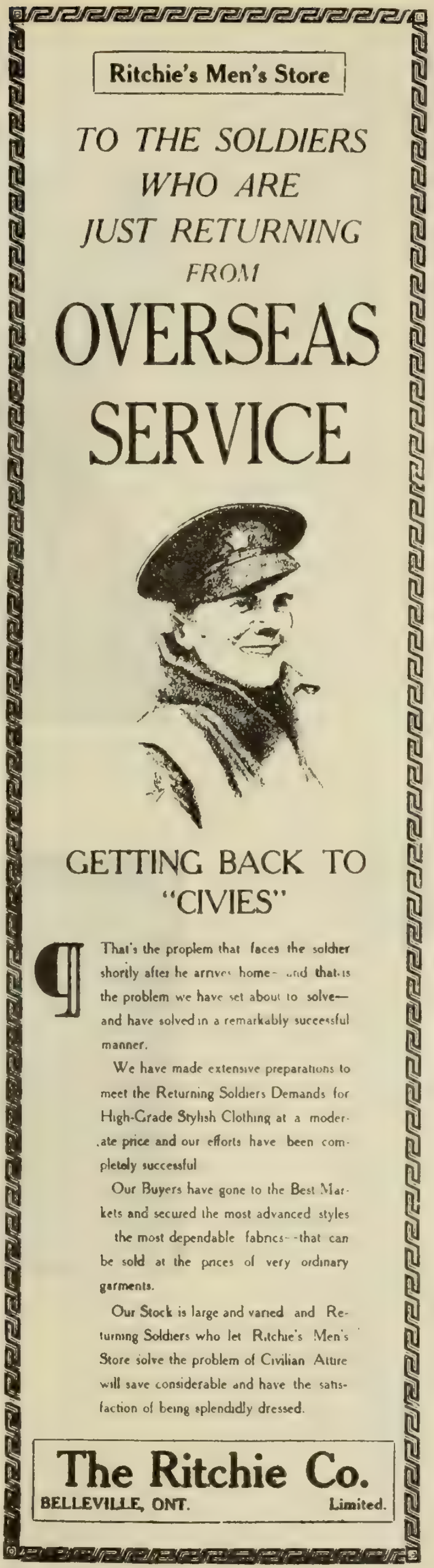
CANADIAN GARMENT ASSOCIATION

Members Leave for England to Secure Orders

MEN'S WEAR REVIEW learns that the Canadian Trade Commission in London, England, has wired the Canadian Trade Mission here requesting the immediate despatch of a representative of the organization of clothiers in Canada to London.

Mr. Harris requested the Manufacturers' Association to choose a representative who would be a plenipotentiary in dealing with the interests of Canadian clothing manufacturers, and who would act as a practical member of the Canadian Trade Mission in their negotiations for the supply of clothing for the relief of the destitute nations of Europe. The officers of the association were informed that the Allied Governments have arranged credits to take care of the payment of such orders as were placed among Canadian manufacturers.

The assurance was given the Ottawa authorities that everything possible would be done to co-operate with the Government in this move, and Messrs. Levine and Peabody went immediately to Montreal, where a meeting of all the clothiers was called and the proposition put before them. The following day a meeting of the Toronto clothiers was held at the King Edward Hotel, and a similar explanation made. The result of these meetings was that a commission of three members is sailing at once for London to represent the clothing interests of Canada: Mr. H. M. Levine, of the Montreal Shirt & Overall Co., vice-president of the Canadian Association of Garment Manufacturers, was chosen to represent the cotton clothing manufacturers; Mr. Coppley, of Coppley, Noyes & Randall, and Mr. H. M. Steinberg, of Montreal, to represent the woollen manufacturers. Mr. Levine sails from New York February 15th, and Messrs. Coppley and Steinberg February 22nd. As requirements from Europe are for immediate supply, it is considered quite possible that it may be necessary for those concerns who participate in this work to delay operations on domestic orders temporarily. An attempt will be made, however, to avoid the situation that arose in 1915, when, due to war contracts, there was a practical famine in overalls in Canada for several months, the situation leading to unduly high prices.



Ritchie's Men's Store

TO THE SOLDIERS
WHO ARE
JUST RETURNING
FROM

OVERSEAS
SERVICE

GETTING BACK TO
"CIVIES"

That's the proplem that faces the soldier shortly after he arrives home—and that is the problem we have set about to solve—and have solved in a remarkably successful manner.

We have made extensive preparations to meet the Returning Soldiers Demands for High-Grade Stylish Clothing at a moderate price and our efforts have been completely successful

Our Buyers have gone to the Best Markets and secured the most advanced styles the most dependable fabrics—that can be sold at the prices of very ordinary garments.

Our Stock is large and varied and Returning Soldiers who let Ritchie's Men's Store solve the problem of Civilian Attire will save considerable and have the satisfaction of being splendidly dressed.

The Ritchie Co.
BELLEVILLE, ONT. Limited.

This is the kind of retail advertising that will make good friends and create new business.

CHANGES IN COLLINGWOOD

Messrs. Patterson & Ough have disposed of their business to Mr. C. F. Runsey, of Meaford. Patterson & Ough and their predecessors, Patterson and Cooper, have been in business in Collingwood for twenty years. It is not known as yet what line of endeavor the partners will follow.

BOOKKEEPING FOR MERCHANTS

(Continuer from page 77)

23.	"	2	Holden Bros., Ltd., Goods Received	203	74	00
24.	"	2	Sent Cheque to Anderson & Co.	201	56	16
			Discount		1	74
25.	"	2	Paid for String and Paper	307	3	80
26.	"	2	Total Cash Sales for Day	50	73	90
27.	"	2	—Short in Till (P. & L.)..	302		35
28.	Jan.	3	Paid into Bank........	301	85	30
29.	"	3	—Drew from Bank for Change	301	50	00
30.	"	3	—Drew from Bank for Private Account	301	25	00
31.	"	3	—E. W. Smith, 54 High St., Invoice No. 12	8	3	59
32.	"	3	Anderson & Co., Goods Received	201	37	10
33.	"	3	—Mrs. Jones, 24 Main St., Paid on Account.....	5	10	00
34.	"	3	—Mrs. White, 89 Queen St. Paid on Account	9	11	00
35.	"	3	Discount	9		15
36.	"	3	H. E. Edwards, 77 Main St., Invoice No. 13..	3	7	40
37.	"	3	—Universal Supply Co., Goods Received	204	22	30
38.	"	3	Total Cash Sales	50	64	79
39.	"	3	—Over in Till	302		35
40.	Jan.	4	Paid into Bank	301	85	70
41.	"	4	—Mr. Black, 90 Upper St., Invoice No. 14	1	8	30
42.	"	4	—Mr. Black Paid, Cheque.	1	10	00
43.	"	4	H. T. Edwards Paid....	3	5	00
44.	"	4	Mrs. White, 89 Queen St., Invoice No. 15.......	9	17	63
45.	"	4	Mrs. Robinson, 41 South St., Invoice No. 16....	7	9	38
46.	"	4	Mrs. Robinson Paid Last Account	7	8	32
47.	"	4	—Paid Holden Bros., Cheque	203	50	00
48.	"	4	Cash Sales	50	83	70

The vertical lines with which the Journal is ruled are not here shown.

In the next article the method of transferring these items from the Journal to the Ledger will be explained.

(To be Continued)

STYLES REFLECT MILITARY TRAINING

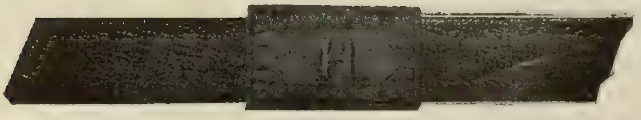
MR. CHARLES J. IVEY, of Toronto, President of the International Custom Tailors' Association, who have just had their convention in New York, declares that men's suits and coats were found to show the effect of military influence.

The man the tailor has to fit to-day is not the same fellow physically for whom we made clothes before the war began. The rigorous army training has in most instances given him a broader chest and an upright bearing.

So now a garment instead of being disguised primarily to fit the narrow-chested man, and the man with thin legs, the coats will show the broad chests and narrow hips, and trousers will not be skimpy. Coats will likely be a trifle longer and if anything a little looser.

GEE! IT SEEMS GREAT TO GET INTO CIVILIAN CLOTHES AGAIN!
N.D.

Uniforms vs. civies



The latest patterns of belts, complete with engraved or initialed buckles.

An attractive counter card being sent to the trade by C. H. Westwood & Co., Limited.

A new line on the market. A popular priced suspender being shown by the King Sus pender Co., Limited, Toronto.

MR. ROBINSON PREDICTS PROSPERITY

Says 1919 to be Record Year

"The year 1918 was a good one, from a business standpoint, but we are aiming to make 1919 better," said Mr. Robinson. There was plenty of encouragement already in many ways and there will be need for a lot of goods of all kinds. Merchants had done well and were prosperous and there was a great deal of money in the hands of the people generally. Farmers had secured big prices, and, although Alberta and parts of Saskatchewan had suffered from severe frosts, this had not been the drawback it would have been had the previous seasons not been prosperous. The country was pretty well fitted to stand this disappointment and loss.

FIVE DON'TS FOR CLERKS

By One of Them

SOMEONE asked me what help or advice I would give a young salesperson behind a counter for the first time. After thinking it over I decided that the best advice to give was a few "don'ts" that experience had taught me. The rest is comparatively easy—and a matter of experience. I might say, however, that it would pay many experienced salespeople to observe some of these "don'ts"—for they are based on what I found to be the commonest mistakes of salespeople:

First—Don't get impatient with a customer. Even if a fussy old lady takes almost an hour to select a box of hairpins, try to keep your temper and avoid any hint of impatience in your voice. This is ofttimes hard, but it pays in the long run. I once sold a blanket to an elderly lady who took almost an hour and a half to select it. It was hard—but I tried not to look weary. Apparently she appreciated this, for she asked for my name and came back with her daughter-in-law the next day and bought $143 worth of goods.

Second.—Don't give your personal experience in favor of or against any goods—trying to urge a customer to buy. It may hurt your pride to realize this truth, but customers emphatically do not like to be reminded by a salesperson: "I've tried it and it wears wonderfully." Customers like to discover things for themselves—even at their own expense, rather than be guided by salespeople's experiences. This is invariable. Therefore, even if you feel like giving your personal experience—don't.

Third.—Don't look off in the distance, bored, or tap your foot impatiently when a customer is making up her mind about buying something. Appear interested and really help her to decide. After all, it's a law of human nature that people like to have their minds made up for them. While you can't exactly do this, you can give the good points of a particular article and perhaps help a customer decide. A doubtful customer is, as a rule, easily swayed, and by good, live salesmanship at this important time of deciding, you can do big things. You'll find that such a customer appreciates your interest and assurance.

Fourth.—Don't correct a customer's pronunciation of a style, a fabric, a book or a brand. If she asks for something by a wrongly-pronounced name, when you repeat it, if you have occasion to, don't use the right pronunciation and make it apparent that you're correcting her. If necessary, use the wrong name as she gave it. Don't make her feel cheap by saying: "Oh, you mean so-and-so"—using what you know to be the correct pronunciation. Besides being poor salesmanship, this indicates tactlessness and bad manners on your part.

Fifth.—Don't contradict a customer— even when you're positive you're right. Let her think she's right. This often necessitates politeness, patience and self-control on your part, but these are more desirable than an antagonized customer. If she is excited, angry and inconsiderate, agree with her, sympathize and let her think she's right. Then, perhaps, after she is somewhat placated, in an even, politely modulated voice give your side, but don't keep contradicting and irritating.

CAN YOU SIZE UP PEOPLE QUICKLY AND ACCURATELY?

(Continued from page 81)

orized it. and can tell it the same way a hundred times if you ask him.

The honest man never tells the same story twice in the same way. He always leaves out something or adds something. No man can tell the same story exactly the same unless he has prepared and memorized it.

If you want to detect a liar, watch his face. Liars always shift their eyes. They cannot help it, especially in a court room, where everyone is watching. They also hesitate for a fraction of a second. The simplest way that lawyers can catch them is to ask if they have talked the case over with the opposing lawyer. If they say "No," you've got them, because no lawyer would dare to put a witness on the stand without first talking to him. Many witnesses do not know this, however, and so they fear an admission would be harmful. Accordingly, they lie. And if you can make the jury realize this, their testimony isn't worth two cents.

Recently—and it just shows that you never stop learning—I've discovered another thing: When a man wants to make a special point he will emphasize that point, though unconscious that he is doing so. He will say emphatically: "I know that he was in the drug store at ten o'clock." If you catch him up quickly and say: "Why did you want to emphasize that point? Why did you need to bring that out so emphatically? Come on, now! Answer me! Answer me!" you'll get him confused and uncertain. In most cases you will discover that he emphasized the point and raised his voice because he knew he was lying! He raises his voice to still the thought in his mind that he wasn't telling the truth. That's just plain, simple, human nature, but I learned it only after years of experience and practice.

Women are always harder to trap in a lie than men, they remain cool and smiling, whereas men get nervous and confused. I think the reason is that men realize the seriousness of a court-room, whereas women don't. Women do not pay attention on the stand, they talk when they are spectators, and they generally pay little respect to the laws of the court.

As an actual witness, a woman differs from a man. She is so much more observant than a man that she will remember many details which a man will forget. Women are at their best, however, when they are testifying in behalf of someone they love. Then they are cool, collected, and on the alert for anything which may harm the defendant. Perhaps the best witness New York ever saw was Evelyn Nesbitt Thaw when she testified in behalf of her husband twelve years ago.

When children are telling the truth, they, also, make good witnesses. You can't make them change their stories. They keep saying "No, no," or "Of course, of course," and their words carry the conviction of truth. When they have been coached, however, it is very simple to pull their stories to pieces.

Women and children also come under the category of "what influences human beings." When I got Harry Thaw out of the insane asylum at Matteawan, my greatest card was his white-haired mother, who sat in court comforting and encouraging Harry. Mrs. Thaw is quite a wonderful woman, and I could see the jury melting as they watched her, day after day, fussing around her son. I kept reminding them of her; asking them how they could keep a boy from the mother who had fought ten long years for his freedom, from the mother who had suffered. And, as the world knows, Harry Thaw was declared sane and given his freedom.

However, though human beings are mostly soft-hearted and inclined to be lenient, they hate to feel they are being fooled, that their heartstrings are being wrung in an attempt to wipe away evidence. That is why anything of this sort has to be well managed to carry any conviction with it. When there is no good reason for the presence of a mother or children in court, their introduction is likely to turn the jury against one's client, especially if the jury is composed of hardheaded business men.

The old-fashioned oratory of the past is another thing for which people no longer seem to care. At least, they don't like it in New York City. What New Yorkers want is the facts, and the sooner you give them the better. This is not true, however, in the South, the West, and in rural districts. In these places, people still love to hear long, rolling, eloquent oratory. If you start this in New York, however, the jury begins to say:

"Good Lord! Here is this fellow keeping us away from our home and business with his infernal speech-making."

All of which merely goes to prove that human nature is human nature—especially in a court-room!

"WHERE-TO-BUY" DIRECTORY

APRONS

American Pad & Textile Co., Chatham.
Hamilton Carhartt Cotton Mills, Toronto.
Kitchen Shirt & Overall Co., Brantford.
Peabody Sales Co., Windsor, Ont.
Larned Cartier Co., Walkerville.

ARM BANDS

Arrow Garter Co., Montreal.
Dominion Suspender Co., Niagara Falls.
King Suspender Co., Toronto.
C. H. Westwood & Co., Toronto.

AUTOMOBILE GAUNTLETS

Acme Glove Works, Montreal.
Dent, Allcroft & Co., Ltd., Montreal.
Perrin Freres & Cie., Montreal.
A. R. Clarke & Co., Ltd., Toronto.
Hamilton Carhartt Co., Ltd., Toronto.
American Pad & Textile Co., Chatham.

ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

BATHING SUITS

Monarch Knitting Co., Dunnville.

BATH ROBES

Alphonse Racine, Ltd., Montreal.
Dufferin Shirt Co., Ltd., Toronto.
Caulfeild, Burns & Gibson, Toronto.

BOYS' BLOUSES

John W. Peck Co., Ltd., Toronto.
Hercules Garment, Ltd., Montreal.
Jackson Mfg. Co., Ltd., Clinton, Ont.
Williams, Greene & Rome, Ltd., Kitchener.
Dufferin Shirt Co., Toronto.
Lang Shirt Co., Ltd., Kitchener.
Alphonse Racine, Ltd., Montreal.
Tooke Bros, Limited, Montreal.
Van Allen Shirt Co., Ltd., Hamilton.
Hercules Garment, Ltd., Montreal.
Walter Blue & Co., Sherbrooke, Que.
J. Elkin & Son, Montreal.
J. A. Haugh Co., Toronto.

BOYS' BLOOMERS

Walter Blue & Co., Sherbrooke, Que.
B. Gardner Co., Montreal.
Coppley, Noyes, Randall. Hamilton.
Davis Bros. Hamilton.
York Clothing Co., Toronto.
Jackson Mfg. Co., Clinton, Ont.
Freedman & Co., Ltd., Montreal
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Alphonse Racine, Ltd., Montreal.
Vineburg Pants Co., Montreal.
J. A. Haugh & Co., Toronto.
Dominion Clothing Co., Toronto.

CAPS

Patter Bros., Toronto.
Boston Cap Co., Montreal.
L. Gnaedinger, Ltd., Montreal
Buckley Drouin, Montreal.
Tip Top Cap Co., London.
Fraser Cap Co., London.
J. Samuels & Sons. Toronto.
John W. Peck & Co., Montreal.
Maritime Cap Co., Moncton, N.B.

CHILDREN'S KNITTED SUITS

Acme Glove Works, Montreal.
Penmans Limited. Paris. Ont.
Zimmerman Mfg., Hamilton.
Chipman. Holden Co., Hamilton.
Caulfeild, Burns & Gibson, Toronto

COLLARS AND CUFFS

Cluett, Peabody Co., Ltd., Montreal.
Alphonse Racine, Ltd., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome, Kitchener.

COMPOSITION COLLARS

Parsons & Parsons Canadian Co., Hamilton.
Arlington Collar Co., Toronto.

CLOTHING, MEN'S

Bachelor Clothing Co., Ltd., Sherbrooke, Que.
Walter Blue & Co., Sherbrooke, Que.
College Brance Clothes Co., Ltd., Montreal.
Coppley, Noyes & Randall, Hamilton.
Freedman & Co., Montreal.
B. Gardner & Co., Montreal.
Fashion Craft Mfg., Ltd., Montreal.
Wm. H. Leishman & Co.,. Toronto.
Randall, Johnston Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
John W. Peck & Co., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
E. A. Small & Co., Montreal.
Wearbest Clothing Co., Montreal.
Cooke Bros. & Allen, Toronto.
Hoffman, Ducoffe Co., Montreal.
J. A. Haugh & Co., Toronto.
Imperial Clothing Co., Toronto.
A. B. Rosenblott & Co. (Raincoats), Toronto.
J. Elkin & Co., Montreal.
Samuel Wener & Co. (Raincoats), Montreal.
Jas. B. Goodhue & Co., Montreal.
Campbell Clothing, Montreal.
Alert Clothing, Montreal.
H. Vineberg & Co., Montreal.
Dominion Clothing Co., Montreal.
Palm Beach Mills Co., New York.
House of Hobberlin, Ltd., Toronto.

CLOTHING, SUMMER

Miller Mfg. Co., Toronto.
Palm Beach Mills, New York

CLOTHING, YOUNG MEN'S

Dominion Clothing Co., Toronto.
Batchelor Clothing Co., Sherbrooke, Que.
Walter Blue & Co., Sherbrooke, Que.
W. H. Leishman & Co., Toronto.
York Clothing, Toronto.
College Brand Clothes, Montreal.
Coppley, Noyes & Randall, Hamilton.
Fashion Craft Mfg. Ltd., Montreal.
Wearbest Clothing Co., Montreal.
Freedman Co., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
E. A. Small, Montreal.
Randall & Johnston, Toronto.
Imperial Clothing, Toronto.
Fit-Reform, Montreal.
J. Elkin & Co., Montreal.
J. B. Goodhue & Co., Montreal.
Vineberg & Co., Montreal.
Alert Clothing, Montreal.

CRAVATS

Wm. Milne, Toronto.
Niagara Neckwear, Niagara Falls, Ont.
King Neckwear & Suspender Co., Toronto.
Tooke Bros., Montreal.
Van Allen Co., Ltd., Hamilton.

GARTERS

A. T. Reid & Co., Toronto.
Arrow Garter Co., Montreal.
Dominion Suspender Co., Niagara Falls.
King Suspender, Toronto.
C. H. Westwood, Toronto.
Alphonse Racine & Co., Montreal.
Governor Fastener Co. (Children's), Montreal.
Caulfeild, Burns & Gibson, Toronto.

GAUNTLETS

Peabody Sales Co., Walkerville.
Acme Glove Works, Montreal.
A. R. Clarke & Co., Toronto.
American Pad & Textile Co., Chatham.
Hamilton Carhartt Co., Toronto.

GLOVES

Alphonse Racine Co., Montreal.
Dent Allcroft & Co., Montreal.
Perrin, Freres & Cie. Montreal.
Acme Glove Co., Montreal.
Hamilton Carharrt Co., Toronto.
American Pad & Textile Co., Chatham.
A. R. Clarke, & Co., Toronto.
Avon Hosiery Co., Stratford.
Monarch Knitting Co., Dunnville.

HANDKERCHIEFS

Cluett, Peabody & Co., Montreal.
Tooke Bros., Montreal.
Williams, Greene & Rome, Kitchener.
A. T. Reid & Co., Toronto.
Alphonse Racine & Co., Montreal
Caulfeild, Burns & Gibson, Toronto

HATS, FELT

Anderson-Macbeth, Ltd, Toronto.
Geo. Provencher & Co., Montreal, silk hats for ladies and men.
Ansley, Dineen, Toronto.
Mayhew Hat Co., Niagara Falls, Ont.
Buckley, Drouin & Co.: Montreal.
Helthausen Hat Co., Brockville.
Freid Grills, Guelph.
Jno. W. Peck & Co., Montreal.
Patter Bros., Toronto (Tweed Hats).

HATS, STRAW AND PANAMA

Buckley Drouin, Montreal.
Ansley-Dineen, Toronto.
Anderson, McBeth, Ltd., Toronto.
Canadian Panama Hat Co., Toronto.
V. L. Cunningham & Co., Toronto.
L. Gnaedinger & Co., Montreal.
Niagara Straw Hat Co., Niagara Falls, Ont.

HOSIERY, BOYS' AND MEN'S

Avon Hosiery Co., Stratford.
Monarch Knitting Co., Dunnville.
Acme Glove Works, Montreal.
Alphonse Racine, Montreal.
Zimmerman Mfg. Co., Hamilton.
Craftana Hosiery Co., Leicester, Eng.
Geo, Brettle & Co., London, E.C., Eng.

MUFFLERS

Acme Glove Works, Montreal.
Wm. Milne, Toronto.
King Neckwear & Suspender Co., Toronto.
Niagara Neckwear Co., Niagara Falls, Ont.
Monarch Knitting Co., Dunnville.
Avon Hosiery Co., Stratford.
Tooke Bros., Montreal.
Van Allen Co., Hamilton.
Caulfeild, Burns & Gibson, Toronto.
A. T. Reid & Co., Toronto.
Alphonse Racine & Co., Montreal.

NIGHT ROBES

Caulfeild, Burns & Gibson, Toronto.
Cluett, Peabody Co., Montreal.
Deacon Shirt, Belleville.
Jno. Forsyth & Co., Kitchener.
Williams, Greene & Rome Co., Kitchener
Van Allen Co., Hamilton.
Alphonse Racine & Co., Montreal.
Tooke Bros., Montreal.

OILED CLOTHING

Tower Canadian Co., Toronto.

OVERALLS AND SMOCKS

Carhartt Co., Toronto.
Larned, Carter & Co., Sarnia.
Peabody Sales, Walkerville.
Deacon Shirt, Belleville.
Kitchen Overall & Shirt Co., Brantfor
Alphonse Racine & Co., Montreal.
J. B. Goodhue, Montreal.
J. A. Haugh, Toronto.

MEN'S TROUSERS

Walter Blue & Co., Montreal.
Coppley, Noyes & Randall, Hamilton
Davis Bros., Hamilton.
J. A. Haugh & Co., Toronto.
Miller Mfg. Co., Toronto.
Jno. W. Peck & Co., Montreal
Randall & Johnston, Toronto.
Vineberg Pants Co., Montreal.
Eastern Pants, Montreal.
M. Shane & Co., Montreal.
Crown Pants, Montreal.
Garner & Co., Montreal.
Alphonse Racine & Co., Montreal.
J. B. Goodhue & Co., Montreal.
Hoffman & Ducoffe Co., Montreal.
Imperial Clothing, Toronto.
Hercules Garment Co., Montreal.

ROMPERS

Hercules Garments, Montreal.
Jackson Mfg. Co., Clinton.

PYJAMAS

Cluett, Peabody & Co., Montreal.
Deacon Shirt Co., Belleville.
Jno. Forsyth, Kitchener.
Lang Shirt Co., Kitchener.
Dufferin Shirt, Toronto.
Tooke Bros., Montreal.
Williams, Greene & Rome, Kitchener.
Van Allen Co., Hamilton
Caulfeild, Burns, & Gibson, Toronto.

LININGS

Richard Haworth & Co., Ltd., Manchester, Eng.

"WHERE-TO-BUY"

DIRECTORY

BELTS

A. T. Reid & Co., Toronto.
C. H. Westwood & Co., Toronto.
King Suspender Co.. Toronto.
Dominion Suspender Co., Niagara Falls.
A. R. Clarke & Co., Toronto.
Acme Glove Co., Montreal.
Alphonse Racine Co.. Montreal.

MACKINAW AND SPORT COATS

Tower Canadian Co., Toronto.
Coppley, Noyes & Randall, Hamilton.
A. B. Rosenblott & Co., Toronto.
S. Weiner & Co., Montreal.

RAIN AND TOP COATS

A. B. Rosenblott & Co.. Toronto.
S. Wener & Co., Montreal.
Caulfeild. Burns & Gibson, Toronto.
Canadian Consolidated Rubber Co.. Montreal
Tower Canadian Co., Toronto.
Fashion Craft, Montreal.
Rubin & Co.. Montreal.

SHIRTS (WORKING)

Acme Glove Works, Montreal.
Deacon Shirt Co., Belleville, Ont.
Kitchen Overall & Shirt Co.. Brantford. Ont.
Lang Shirt Co.. Kitchener, Ont.
Miller Mfg. Co.. Toronto.
Jno. W. Peck & Co., Montreal.
Alphonse Racine & Co.. Montreal
Jno. Forsyth & Co., Kitchener.
Tooke Bros.. Montreal.
Williams, Greene & Rome, Kitchener.
Wrevford & Co.. Toronto.
Dufferin Shirt Co.. Toronto.
The J. B. Goodhue Co., Rock Island, Que.
Hercules Garments, Montreal.

SHIRTS (FINE)

Acme Glove Works, Montreal.
Deacon Shirt Co.. Belleville.
Dufferin Shirt Co.. Toronto.
Jno. Forsyth Co., Kitchener.
Lang Shirt Co., Kitchener.
Williams, Greene & Rome, Kitchener.
Jno. W. Peck Co., Montreal.
Tooke Bros., Montreal.
Cluett, Peabody & Co.. Montreal.
Van Allen Co., Hamilton.

SWEATER COATS

Acme Glove Works, Ltd., Montreal.
Avon Hosiery Co., Stratford.
Monarch Knitting Co., Dunnville.
Alphonse Racine & Co., Montreal.

SUMMER UNDERWEAR

Atlantic Underwear Co.. Moncton, N.B.
Cluett, Peabody & Co., Inc., Montreal.
Mercury Mills, Hamilton.
Alphonse Racine, Hamilton.
Jno. Forsyth Co., Kitchener.
Tooke Bros., Montreal.
The Zimmerman Mfg. Co., Hamilton.
Waterhouse & Co., Ingersoll.
Williams, Greene & Rome, Kitchener.
Caulfeild, Burns & Gibson, Toronto.
Stanfields, Ltd., Truro, N.S.

WINTER UNDERWEAR

Atlantic Underwear Co.. Moncton. N.B.
Mercury Mills, Ltd., Hamilton.
Alphonse Racine, Montreal.
Zimmerman Mfg., Ltd., Hamilton.
Tooke Bros., Montreal.
Stanfields Ltd., Truro. N.S.

WOOLEN GLOVES

Dent, Allcroft & Co., Montreal.
Avon Knit Co., Stratford.

WATERPROOF CLOTHING

Tower Canadian, Ltd., Toronto.

EQUIPMENT SECTION

ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

BACKGROUNDS

Geo. H. Charles, Toronto.

CASH REGISTERS

National Cash Register Co., Toronto.

CREDIT FILES

National Cash Register Co.. Toronto.

HAT STANDS

Dale Wax Figure Co., Toronto.

NECKTIE AND GLOVE HOLDERS

Onli-Wa Fixture Co., (Sales Agents Parsons & Parsons, Hamilton).

RACKS AND HANGERS

Dale Wax Figure Co., Ltd., Toronto.
Walker Bin & Store Fixture Co., Kitchener.

SHOW CASES AND INTERIOR FITTINGS

Walker Bin & Store Fixture Co., Kitchener

WAX FIXTURES

Dale Wax Fixture Co., Ltd., Toronto.
Geo. H. Charles, Toronto.

Better Business

WITH peace a settled fact, now is the time to advertise and re-identify your firm and products with prospective customers. It is the consensus of opinion that an era of unprecedented prosperity is ahead. Get your share of this business. Write or telephone us for rates.

MEN'S WEAR REVIEW
143-153 University Ave.
Toronto

The Publisher's Page

TORONTO **MARCH, 1919**

MEN'S WEAR REVIEW is one of the fifteen MacLean papers.
The MacLean papers, being editorially efficient, command the confidence of their readers, thus making them most effective as a factor in well-planned advertising campaigns.

Complete List of Publications

TRADE NEWSPAPERS

Hardware and Metal
Men's Wear Review
Canadian Grocer
Bookseller and Stationer
Dry Goods Review
Sanitary Engineer

TECHNICAL PAPERS

Canadian Machinery
Power House
Canadian Foundryman
Printer and Publisher
Marine Engineering

MAGAZINES

MACLEAN'S MAGAZINE
FARMERS' MAGAZINE
Financial Post—*Weekly commercial newspaper.*

The MacLean Publishing Company, Limited

143-153 University Avenue -- TORONTO

Largest Publishing House in Canada

HEADLIGHT
UNION MADE
OVERALLS

OUTWEAR TWO PAIRS OF ORDINARY OVERALLS

Retailers

Your customers can buy HEADLIGHT overalls under this guarantee,

> "Wear a pair 30 days. At the end of that time, if you do not say that the HEADLIGHT is the best overall you have ever worn, your money will be cheerfully refunded."

The fact that we offer HEADLIGHTS under this guarantee tells better than anything we could say the proven quality of the HEADLIGHT garment. Without any advertising of any sort, this quality would eventually have produced a very large volume of business. With the added support of progressive, continuous national advertising, the results have been more quickly obtained. No other overall ever manufactured has been backed up with such aggressive advertising.

Act At Once—The entire output of our five great factories is now available for ***your*** needs.

THE HEADLIGHT AGENCY will reinforce your hold on the trade of your town; it will be the means of bringing many new customers into your store, not only for HEADLIGHT OVERALLS, but for shirts, ties, underwear, hosiery, etc.

Mail this coupon today and secure the agency for HEADLIGHTS before your competitor beats you to it

Request for Samples

We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

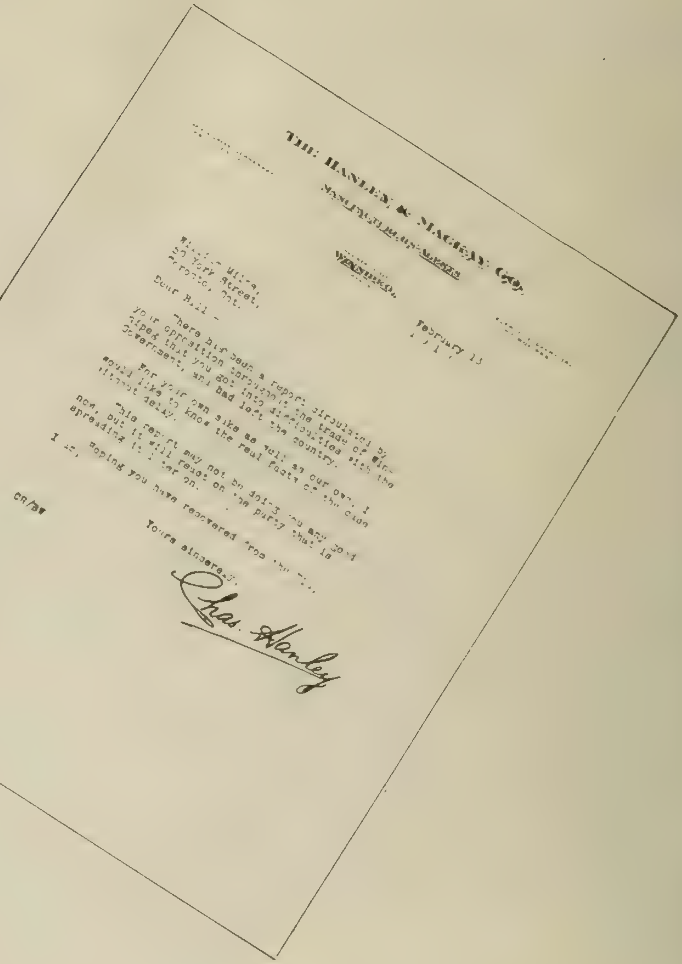
*Name*__

Town *State*

LARNED, CARTER & CO., DETROIT *World's Greatest Overall Makers*

Factories: **Detroit, St. Louis, San Francisco, and Port Huron, Mich.** ***Canadian Factory:*** **Sarnia, Ont.**
New York Office and Stock Room: 3 and 5 Waverly Place

These Letters
Refute Slander



THE HANLEY & MACKAY CO.

MANUFACTURERS' AGENTS

WINNIPEG,

February 13
1 9 1 9

William Milne,
50 York Street,
Toronto, Ont.

Dear Bill -

There has been a report circulated by your opposition throughout the trade of Winnipeg that you got into difficulties with the Government, and had left the country.

For your own sake as well as our own, I would like to know the real facts of the case without delay.

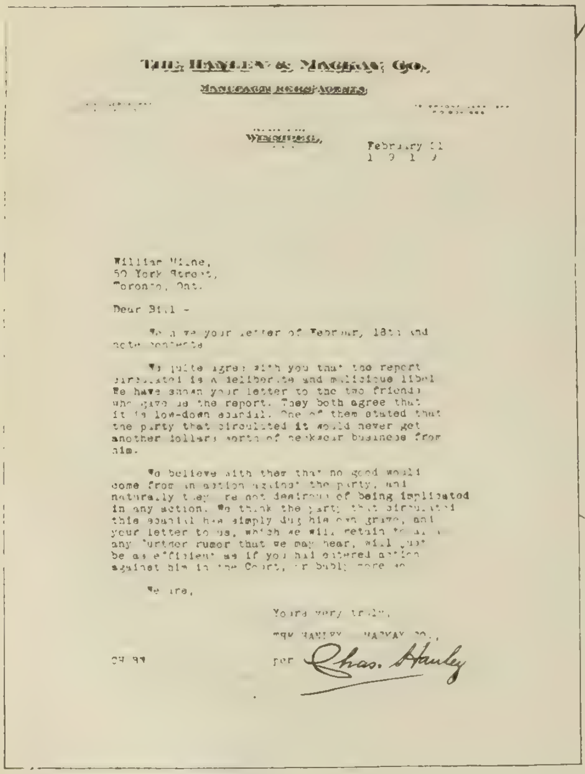
This report may not be doing you any good now, but it will react on the party that is spreading it later on.

I am, hoping you have recovered from the [illegible]

Yours sincerely,

Chas. Hanley

CH/BW



THE HANLEY & MACKAY CO.

MANUFACTURERS' AGENTS

WINNIPEG,

February 21
1 9 1 9

William Milne,
50 York Street,
Toronto, Ont.

Dear Bill -

We have your letter of February 18th and note contents.

We quite agree with you that the report circulated is a deliberate and malicious libel. We have shown your letter to the two friends who gave us the report. They both agree that it is low-down scandal. One of them stated that the party that circulated it would never get another dollar's worth of neckwear business from him.

We believe with them that no good would come from an action against the party, and naturally they are not desirous of being implicated in any action. We think the party that circulated this scandal has simply dug his own grave, and your letter to us, which we will retain to [illegible] any further rumor that we may hear, will just be as efficient as if you had entered action against him in the Court, or public more so.

We are,

Yours very truly,

THE HANLEY & MACKAY CO.,

per Chas. Hanley

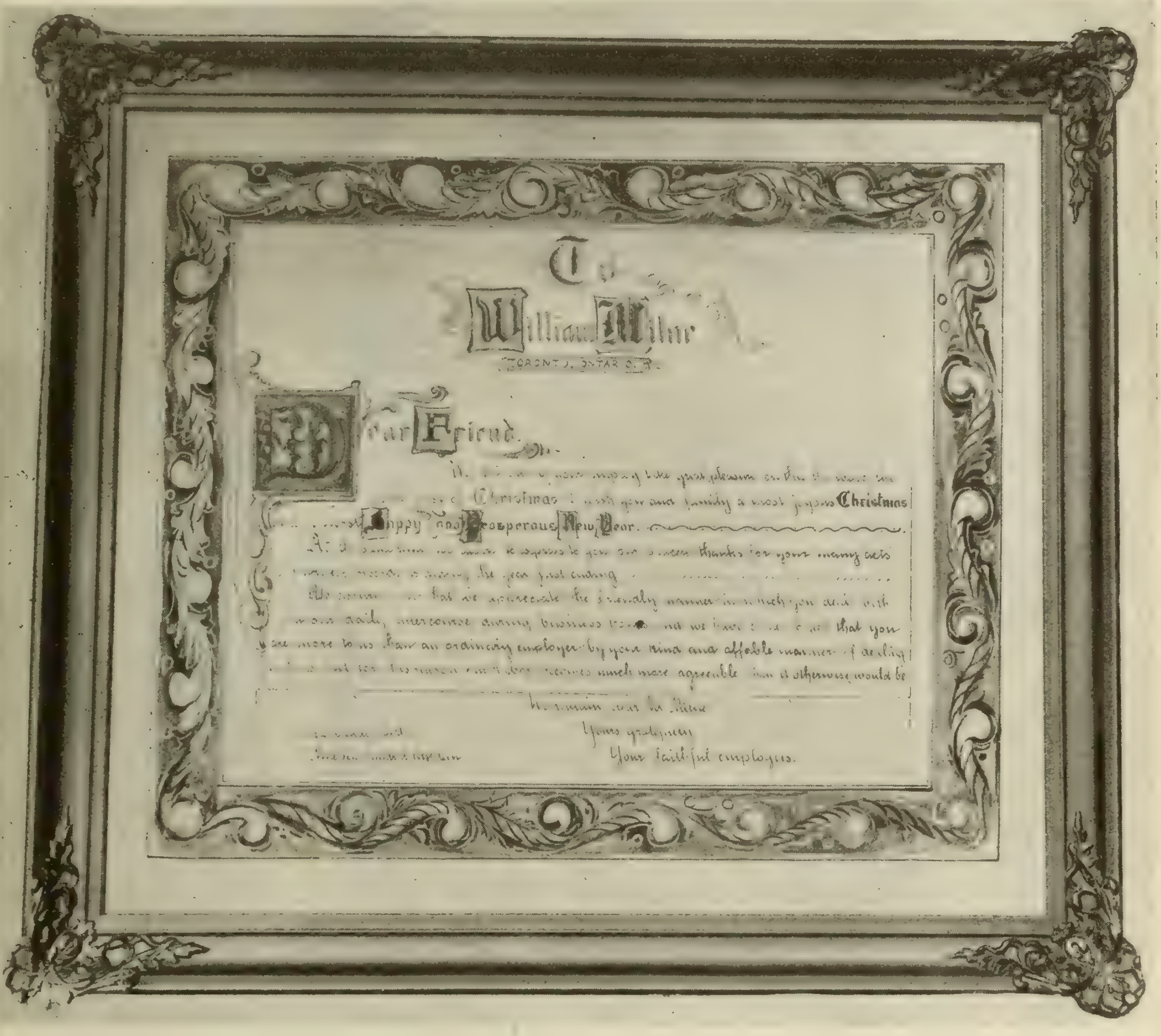
CH/BW

Baseless stories having been circulated touching our good name, we publish the above as evidence to the contrary. The letters speak for themselves.

WILLIAM MILNE

50 YORK ST., TORONTO

Further Evidence of Good-Will



To

William Milne

Toronto, Ontario.

Dear Friend.

[illegible] take great pleasure on this [illegible]

[illegible] Christmas [illegible] wish you and family a most joyous Christmas

[illegible] most Happy and Prosperous New Year.

[illegible] to express to you our sincere thanks for your many acts

[illegible] the year just ending

We [illegible] that we appreciate the friendly manner in which you deal with

[illegible] daily intercourse during business [illegible] that you

are more to us than an ordinary employer by your kind and affable manner of dealing

[illegible] much more agreeable than it otherwise would be

We remain [illegible]

Yours gratefully

Your faithful employees.

We show you here a reproduction of the illuminated address presented to Mr. William Milne by his employees. There is a similar spirit of friendship and good-will among our old customers.

WILLIAM MILNE

50 YORK ST., TORONTO

Ready for You Now

MILLER-MADE PALM BEACH

and

Summer Weight Clothing

For the 1919 Season

The style of these Miller-made lines is as good as their quality, and their quality will compare favorably with the most expensive imported Palm-Beach Models. Every model in the 1919 selection is made of selected high-grade fabrics, cut along modern lines, tailored in a masterly manner, correctly styled and patterned, individual from start to finish.

Just the sort of comfortable Summer Clothes that will appeal strongly to the Returned Men. See them now and be convinced.

We carry a full line of Tweed Pants, White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Work Suits, and all specialty clothing.

The Miller Manufacturing Company, Limited

Makers of the famous Miller Walking Breeches and Miller "Master-Made" Clothing Specialties

44 YORK STREET, TORONTO

ATLANTIC
Underwear

Is Made From Pure Naturally Softened Maritime Wool

That accounts for the fact that Atlantic Underwear does not shrink. The wool is shrunk right on the sheep's back by the salt breezes of the Atlantic and is made up into underwear of high grade quality by expert operators in a splendidly up-to-date and well equipped plant.

There is a real wool feel about Atlantic Underwear that suggests the quality and service in each garment.

An Atlantic customer is a well-pleased customer.

Atlantic Underwear
Limited
MONCTON N. B.

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

When the men of this land go after something---they usually bring it home with them!

Better Fabrics

They're going after Better Fabric Suits and Overcoats these days.
We make them!

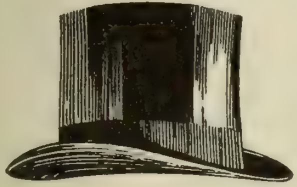
COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.

JUVENILE CLOTHES

tailored with care and precision

Boys' Clothing that will do your juvenile department credit.
Designed, cut and tailored by experts in our own plant at Spadina Ave., Toronto.
Made from excellent materials with a style that will appeal to the little fellows, and wearing qualities that will win the parent's approval.
We specialize in New York and Rochester styles, and the prices are very moderate.
See what we've got before you place your order.
Our travellers are now on the road.

York Clothing Company
SPADINA AVENUE, TORONTO



SILK HATS FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer" form of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

GEO. PROVENCHER

Prices: Moderate.

166b. St. Elizabeth Street MONTREAL

Established 1894

WALL CASES WORTH WHILE

This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

The Walker Bin & Store Fixture Company
KITCHENER - ONTARIO

We are busy manufacturing our Standard Lines of

Hanson's Socks

in anticipation of your regular orders for Fall.
This will enable us to fill orders immediately, although they may not be placed until late in the season. As far as we are concerned there is no hurry, providing we secure the business.

TRADE Hanson MARK

THIS MARK APPEARS ON ALL OUR SOCKS

GEORGE E. HANSON
Manufacturer of
The Hanson Pure Wool Stock and Mitt
FRONT STREET HULL, QUE

Remember — our Socks are according to Standard Quality.

Turnbulls' UNDERWEAR

Turnbull's PERFECT FITTING

TURNBULL'S UNSHRINKABLE NATURAL WOOL

RIBBED PEOPLE LIKE IT

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

FULL FASHIONED

PLAIN YOU SHOULD HANDLE IT

Manufactured only by
The C. TURNBULL COMPANY of GALT Limited

Show Cards

Charles Studio
31 RICHMOND E. TORONTO

Bannockburn Suits
Manchester Raincoats

A perfect combination.

THE MANCHESTER RAINCOAT
WARRANTED TO STAND ANY CLIMATE

Men's and Boys' Suits, Overcoats and Raincoats of Highest Quality at lowest prices.

By combining these two popular lines under one management and one sales force, our overhead expense is less and we can quote closer prices.

See our new Fall range and be convinced.

319 St. James St.
BANNOCKBURN CLOTHING COMPANY, LIMITED
MANCHESTER WATERPROOF CLOTHING CO.
Montreal

One Dollar or So

will make your wants known across the continent throught the condensed ad. column of Men's Wear Review. The charge is only 2 cents per word per insertion. If replies are directed to a box number add 5 cents extra.

MEN'S WEAR REVIEW
143 University Avenue
TORONTO

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

WANTED AT ONCE—UP-TO-DATE WINDOW TRIMMER AND card writer for exclusive men's store. Single man preferred. Apply Box 56, Men's Wear Review, 143-153 University Ave., Toronto.

ARROW

HANDKERCHIEFS

Thoroughly washed in filtered water with pure soap—
laundered and then packed in germ proof containers.

A Very Attractive and Profitable Trade Proposition

We will be glad to send particulars on request.

Quality "A" $1.50 Dozen - - packed 1 to a package
Quality "B" $1.20 Dozen - - packed 1 to a package
Quality "C" $1.40 Dozen - - packed 2 to a package

Packed 5 dozens to a Carton.

Stocks carried at Montreal, Toronto, Winnipeg and Vancouver

CLUETT, PEABODY & CO. OF CANADA, LIMITED
Makers of Arrow Collars and Shirts

"The Mysterious German Onions"

On nights when the German air raiders were out, they sent up strange, luminous balls behind their lines and anchored them above the clouds—globes of fire which could be seen for forty miles or more. What these "onions" were, or how they were kept in stationary position above the clouds, is still a profound mystery. The Allies never learned anything about them, but the Allies night bombing crews steered their course to the Rhineland by the luminous buoys thus provided.

What is known about the onions is told by Lieut. J. Vernon McKenzie in the course of an article, "Raiding the Rhineland," in MARCH MACLEAN'S. It is an intensely interesting article, telling all about the great reprisal campaign which implanted the fear of war in the German civilian heart.

"NO HOPE FOR THE WETS"

"Already the temperance forces are lined up to stop any possible break in the prohibition dam," writes J. K. Munro, in discussing what is going to happen at the coming session at Ottawa. He predicts that Union Government will hold together, but that the habit it has contracted of promising everything asked is going to make a lively session. He expects:

Dry legislation at the earliest possible moment.
The moral reform forces in control.
No change in the Divorce Law.
Tariff concessions made to the West.

The March number, in fact, is full of live, up-to-the-minute features.
The famous Canadian Ace, Lieut.-Col. W. A. Bishop, is on the cover.

Some of the Outstanding Articles and Stories are:

The Transformation (a new serial)—By Frederic S. Isham.

A Canadian King-Maker (the story of Lord Beaverbrook in Britain)—By Maurice Woods.

Fitting in the Returned Soldier—By George Pearson.

The Three Sapphires—By W. A. Fraser.

The Strange Adventure of the Nile Green Roadster—By Arthur Stringer.

Fakers—and Others—By E. Ward Smith.

Lend Me Your Title—By Onoto Watanna.

A Shady Deal—By Archie P. McKishnie.

The City of Lost Laughter—By Mary Josephine Benson.

The Voice of Canada Interpreted

A new department starts in this number given over to summarizing and presenting opinion in Canada on outstanding topics, as reflected in the press. In this issue the department is given over to a careful compilation of opinion on the problems of the returned soldier.

Events of the World in the Remaking

Germany Ready for Trade War
Three-Year Marriages in France
No Solution in Ireland Possible?
Germans Hoped to Raise Ships
Is Czar Still Alive?
Did Dr. Diesel Die?
The Secret British Ferry
The Poison That Didn't
The Problem
The German Spy in Holland
The Mysterious Sinn Fein Leader
Why Harrison Fought Lloyd George
Hun Spies Outwitted
Will Trotsky Hire Huns?
The Achievements of Allenby

Over 65,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MARCH ISSUE *Now On Sale At All News Dealers*

20c PER COPY. $2.00 PER YEAR.

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest Wholesaler.

If there are no news dealers in your town, or if your news dealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

ZIMMERKNIT

TRADE MARK

Each week, each month, each year, this trade-mark becomes more widely known and respected by the buying public of Canada because:—

All garments bearing it, and none leave our factory without it, are the best of their kind consistent with their price. Years of experience in their manufacture and readiness to adopt any new ideas that are good, are responsible.

This fundamental "goodness" means dependable merchandise of unvarying quality. Together with the national advertising campaign, the combination means bigger sales to the merchant carrying all Zimmerman products.

The Zimmerman Manufacturing Company Limited

HAMILTON -:- CANADA

YOUR SHARE of the PANT TRADE
is just what your stock makes it.

EASTERN PANTS

in a wide variety and range of popular priced material ready for Immediate and Fall Delivery. Our travellers are now on the road—see them before you place that new order.

Youths' and Boys' Suits

New models with a snappy style. Attractive prices, they'll boost your profits.

Eastern Pants Manufacturing Co.

324 Notre Dame St. West - MONTREAL, QUE.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

Dominion Raynsters

"Made in Canada" Rain Coats

Are a source of satisfaction to every one of the hundreds of dealers who carry them.

Because — they are the one line of Rain Coats that are absolutely waterproof, and that are guaranteed unconditionally. More than this, these Dominion "Raynsters" are made in such a variety of styles and patterns that every dealer can get the lines best suited to his individual trade.

The care in choosing materials—the thoroughness in every detail of the manufacture, even to waterproof seams — assure the dealer the utmost satisfaction in handling and recommending Dominion "Raynsters."

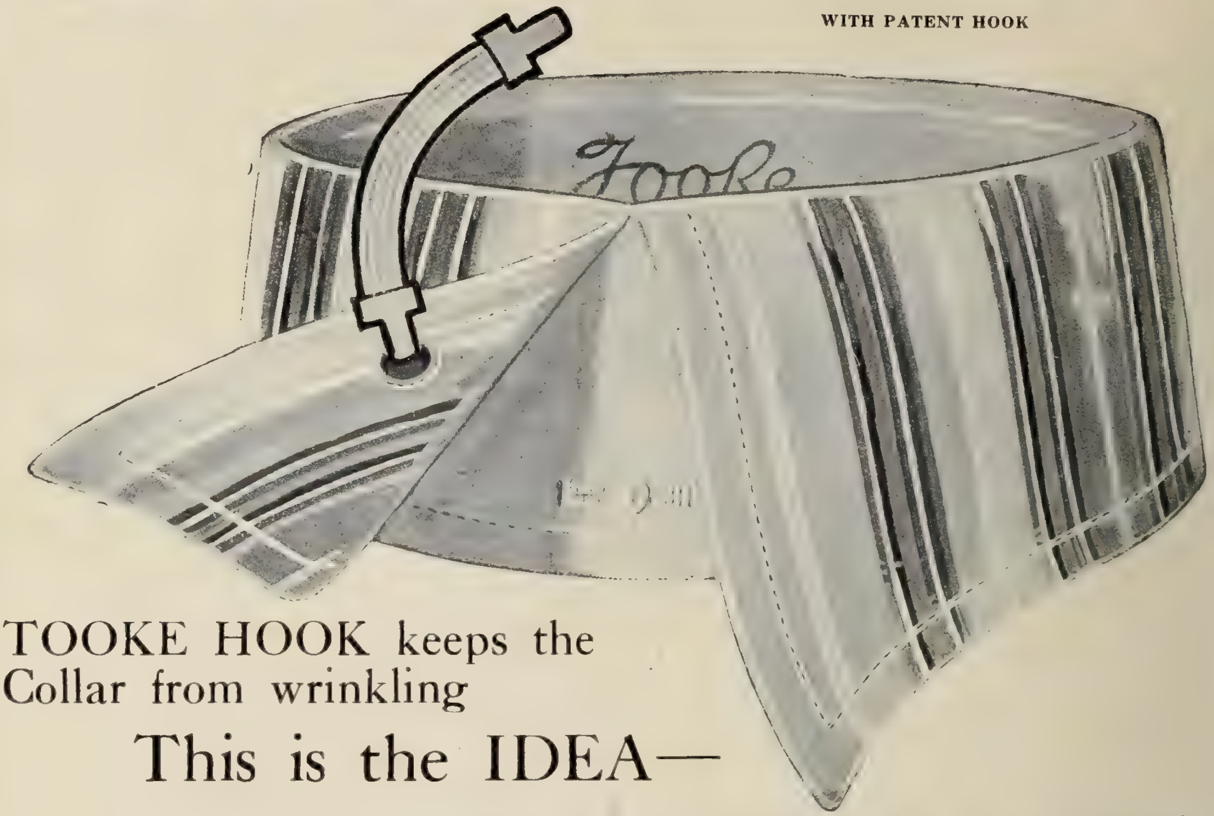
Write to the nearest Dominion Rubber System branch for a copy of our style book and price list.

DOMINION RUBBER SYSTEM SERVICE BRANCHES LOCATED AT

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria

Tooke SOFT COLLARS

WITH PATENT HOOK



TOOKE HOOK keeps the Collar from wrinkling

This is the IDEA—

that has revolutionized and popularized the Soft Collar in Canada.

THE TOOKE HOOK IDEA was originated within the walls of our own Plant and is now an exclusive feature of the famous line of TOOKE SOFT COLLARS. Our showing for the coming Season is the best and largest assortment ever produced.

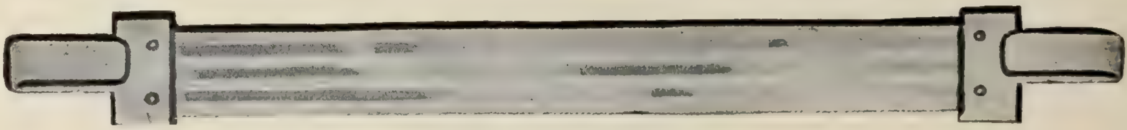
We are mailing to all our customers our new and profusely illustrated Catalogue. If yours does not arrive, advise us.

Goods ready for immediate delivery.

TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

"The Exclusive Tooke Hook"



PATENTED APRIL 1917

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, APRIL, 1919 No. 4.

W.G.&R.

SOFT COLLARS

A full range of styles and sizes,
including smart novelties

Ready for Immediate Delivery

*Prompt attention paid
to mail orders.*

The Williams, Greene
and Rome Co., Limited

Factory and Head Office:
Kitchener Ontario

Montreal Toronto
Winnipeg Vancouver

PEABODYS
SALES CORPORATION LIMITED
OVERALLS

Are Almost Everybody's.
Are They Yours?

GOING STRONG: Again Peace, Progress and Prosperity in Good Old Peabody's

A YEAR ago—the beginning of the final "Big Push"—he was driving a tank that blasted the way to Hunland. Today, he is back on the old job driving Peace-Time Canada to her glorious destiny. Tens of thousands of the Boys who did the Job Over There are back on the Job Over Here. We outfitted them with Uniforms—Fighting Clothes. Now we are outtfiitting them with Peace Regimentals, Peabody Overalls and Peabody Gloves, plain, honest work-clothes; worn everywhere by good men for good work. *Everybody pull together—Get on your Peabody's and Get Busy.*

WALKERVILLE ST. JOHN MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW, April, 1919. Volume IX. Published every month. Yearly subscription price, $2.00. Entered as second-class matter July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.

DUPLEX
SUSPENDERS

WITH this well-known brace now back on a 50% proposition, we confidently expect it to take its place once more as the largest selling cord suspender next to the President in this country. Quality has not been cut to allow this price reduction, but has been rigidly maintained. We have ample stock on hand to insure prompt deliveries.

DOMINION SUSPENDER CO.
LIMITED
NIAGARA FALLS, ONT.

SPRING 1919

"CZECHS-SLOVAKS"

5¾ x 2½. Also 2⅝.

In Solferino at **$63.00** net

Colors: Dark Green, Dark Brown, Medium Green, Dark Grey, Steel, Black.

In Mancini at **$44.00** net.

Colors: Dark Green, Medium Green, Medium Grey, Medium Brown, Black.

In Buckley at **$36.00** net.

Same Colors.

In Waldron at **$32.40** net.

Same Colors.

In Fur Seconds at **$22.50** net.

Green, Brown, Navy, Black and Grey.

In Fur Seconds at **$19.50** net.

Green, Brown, Navy, Black and Grey.

In Wool—
Regular **$16.50** and **$18.00**
Black only

The Buckley Drouin Co., Limited

164 McGill Street **Montreal**

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

"College Brand" Sounds A New Note In Well-Made Stylish Clothes

THE WOODROW
New Model Young Men's Braided One-Button Sack.

For the aggressive, full-chested boys, back from their conquests "over there" and "over here," physically and mentally developed.

We have provided for their splendid physical development, and our new models will be just the kind of clothes wanted by these "set up" red-blooded, manly men.

Their appeal is powerful — irresistible! They possess a very distinctive and entirely new Waist line seam — an origination that differentiates them from every waist line idea brought out this season.

As a progressive merchant, catering to this important trade, you will want to see these models.

After getting acquainted, your own good judgment and keen sense of merchandising will convince you that we should be favored with your orders.

A postcard will ensure your seeing this interesting line.

For immediate wants we have a well-selected stock of newest models in Suits and Spring Overcoats. Samples sent express prepaid on request.

The College Brand Clothes Co., Limited

45 ST. ALEXANDER STREET
MONTREAL

"Art Kraft" Clothes

-the Standard of Honest Values and Inherent Quality

Clothes correctly designed, stylishly cut and tailored to a nicety—clothes that attract favorable attention because of their elegant appearance and with wearing qualities that satisfy the wearer every time.

Just the right line with which to capture a good big share of the returned soldiers' trade. Canada's fighting men are getting back into civies and the opportunity was never better for developing a better than usual clothing business.

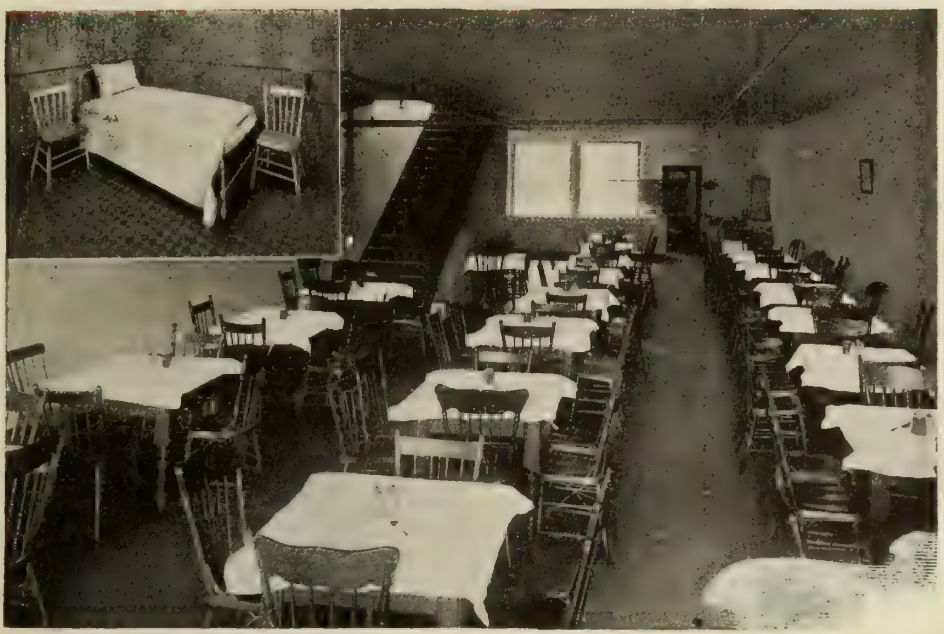
Look at the Art-Kraft offering before you close that new season's order.

Walter Blue & Co., Limited

Makers

SHERBROOKE, QUE. WINNIPEG, MAN.

Owning and Operating Coaticook Woollen Mills Company



THE IDEALS OF THE HOBBERLIN ORGANISATION would fall short if they did not take into consideration the well-being of its workers. The illustration shows our large, cheery dining room, where employees are served free daily, with hot tea, coffee, milk, and sugar. The tables are spread each morning with clean white tablecloths, and scores of our employees gather here each day for their mid-day meal, grateful for the refreshing cup of tea or coffee that comes to them steaming hot.

The inserted picture gives a glimpse of the sick room. where employees may rest and receive attention in case of sudden sickness or passing ailment. We do not consider these things as being charitable—they are planned for our workers, that the whole organization may be efficient and properly equipped to give service and satisfaction to Hobberlin agents and their customers.

Agencies open for a few unrepresented localities write

THE HOUSE OF
HOBBERLIN
LIMITED
Toronto Canada

Canada's Largest and Oldest Tailoring Institution. Established 1885

Models Appealing to the "Well Dressed" Man

We announce with pride and pleasure the complete readiness of

REGISTERED PROGRESS BRAND TRADE MARK

The label that made Canada famous for its Reliable Clothing

Fancy Sacque—Panel Back

Progress Brand Clothes for the Season of 1919

Garments of highest efficiency, and reliability, Made-in-Canada, sold by Canadians to Canadian citizens. Just the kind of real values needed for these days of reconstruction.

To those associated with us this range carries a renewed promise of

Progress in Clothing

To those who have never been allied with us we urge a reservation of final judgment, pending the call of our representatives who are now on the road.

H. Vineberg & Company, Limited

Corner St. Lawrence Boulevard and Duluth Ave.
MONTREAL

April Showers

Snug and Dry in the heaviest downpour is the man who wears a

TRUE-FIT
BRAND
WATERPROOF COAT

The worst that old Jupiter Pluvius can do has no effect on these real waterproof coats. When you offer a customer a True-Fit Waterproof you are giving him a coat that is waterproof—a serviceable all-round weather resister that he'll like better every day he slips it on.

True-Fit Waterpoofs are *made* waterproof and it is no exaggeration to say that they are the very best coats of their kind on the market to-day.

We have assembled for your inspection a fine showing of these True-Fit coats for Fall and immediate Spring Selling. Our men are now in their respective territories and a request from you will assure you a call in good time.

TRUE-FIT
BRAND
WATERPROOF.
TRADE MARK REGISTERED.
TRUE
SW
FIT
SW&Co
GUARANTEED TO STAND ALL CLIMATES

We are the only
agents in
Canada for the
Aquatite Brand
Gentlemen's
Yarnproof
Coats

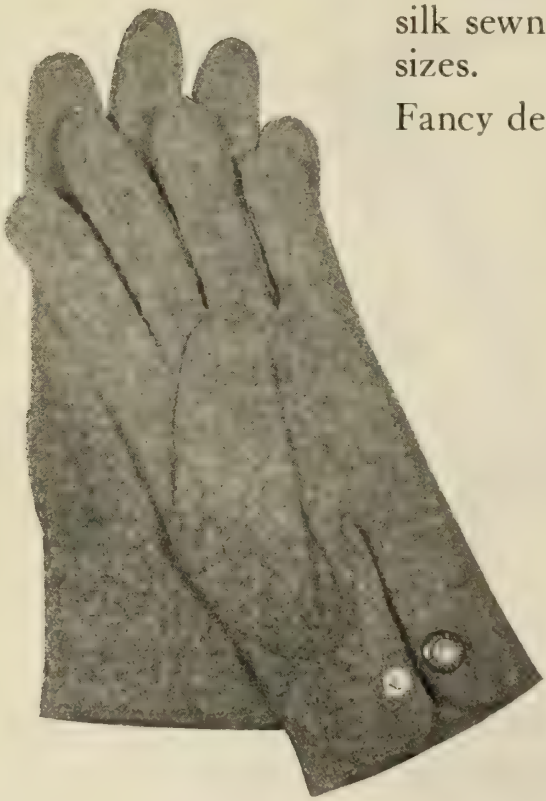
Samuel Wener and Company
SOMMER BUILDING, MONTREAL

H.B.K
BRAND

GENUINE CHAMOIS

Smart, dressy, and equal in finish to any imported glove. Made from imported skins, silk sewn, perfect fitting. Men's and cadets' sizes.

Fancy decorated or plain backs.



WOOLI-KNIT

for those who prefer a wool-knit to a leather glove. Well made and finished, smart looking and fits like leather. We are showing this glove for Fall delivery.

Salesmen Now Out

Hudson Bay Knitting Co., Limited
Montreal

Another Model from the "New Era" Fall Showing

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

The man who sells "New Era" Quality Clothing makes more than mere profit — he makes fast friends.

Those who have seen the Fall and Winter Suits and Overcoats in the "New Era" assortment (now ready for your inspection) are frankly enthusiastic over their selling possibilities. Every suit and overcoat in the group, whether for Men, Young Men or Boys, has been carefully thought out by our Board of Designers.

You should not be satisfied that you are doing yourself justice until you see our Fall Range.

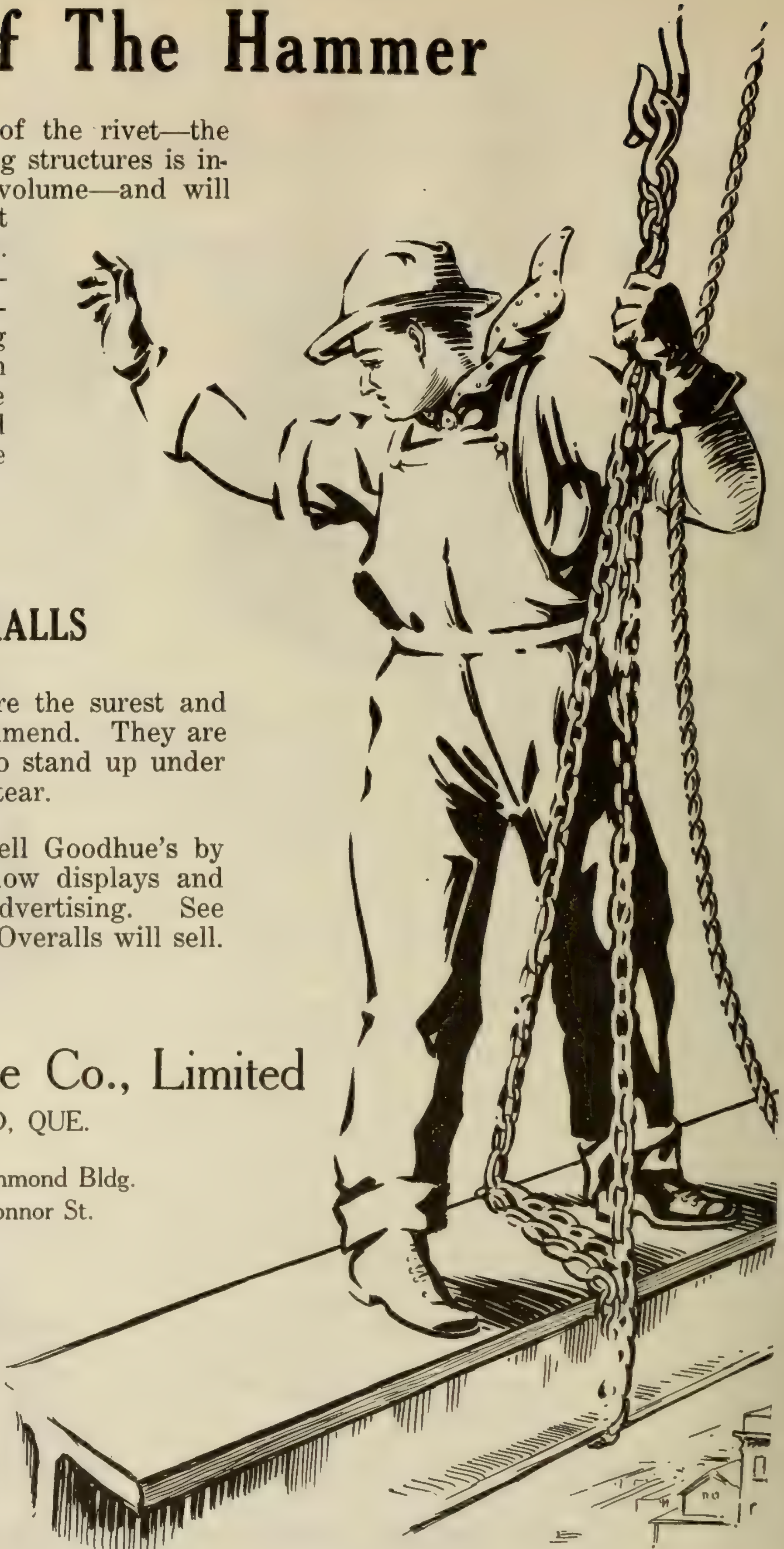
While we Specialize in Style, 'tis the Quality that Counts.

The Freedman Company

SOMMER BLDG., MONTREAL

The Hum of The Hammer

—the rythmic tattoo of the rivet—the vibrant music of scaling structures is increasing—swelling in volume—and will be increasingly evident now that Spring is here. In every branch of industry there are unfailing indications of a big "reconstruction" boom and this will of course create a lively demand for the most dependable of all working outfits.



GOODHUE'S
STAR BRAND OVERALLS

Star Brand Overalls are the surest and safest overalls to recommend. They are roomy and are made to stand up under the severest wear and tear.

We will help you to sell Goodhue's by means of snappy window displays and convincing consumer advertising. See how easily Star Brand Overalls will sell. Write for a trial supply.

The J. B. Goodhue Co., Limited
ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg.
Ottawa: 76 O'Connor St.

THE J. B. GOODHUE CO. LTD.
ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS,
SHIRTS, PANTS &C.

The Brand That Guarantees
The Merit of The Overall

BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

IN order to provide closer and speedier service for our Canadian customers, and to increase their number, we are shortly opening a branch in Toronto. Mr. Hugh D. Marshall (at present at Brantford, Ontario) will be our Representative and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous "*Belnit*" Hosiery and Underwear, "*Sutoplex*" fabric gloves, and "*Oberon*" branded goods. We have been in the trade as manufacturers and merchants for well over a century and to-day BRETTLE'S are known throughout the world for Men's Outfitting of the better-to-best kind.

DEPARTMENTS

Hosiery and Underwear **Shirts** **Collars** **Ties** **Rugs**
In Silk, Cotton, Lisle and Wool **Dressing Gowns** **Bath Robes** **Pyjamas**

Manufacturers of "Oberon" Branded Goods,
"Belnit" Underwear and "Sutoplex' Gloves.

TRADE B MARK
OBERON

"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES
"SUTOPLEX"
(REGD TRADE MARK
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2.
Factory : Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

Precise and Particular in every respect is

Peck's

MEN'S
AND
BOYS'
CLOTHING

Peck's Men's Clothing has long been characterized by elegance and value, and in this season's showing you will be quick to note the exceptional style, the smart appearance, and the uniform reliability, so evident in every garment.

In our Juvenile Clothing you will also find maintained the same qualities of Style, Material and Workmanship which have made our Men's line justly famous.

Plan on seeing samples of Peck's Men's and Boys' Clothing for Fall.

John W. Peck & Co., Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

The stamp of distinction in both Caps and Shirts is the name

Peck's

The man who is particularly hard to please in the matter of the cap he wears will find in the Peck assortments the timeliest shapes and the most attractive colorings. And the workmanship too, is the kind that ensures 100% satisfactory service.

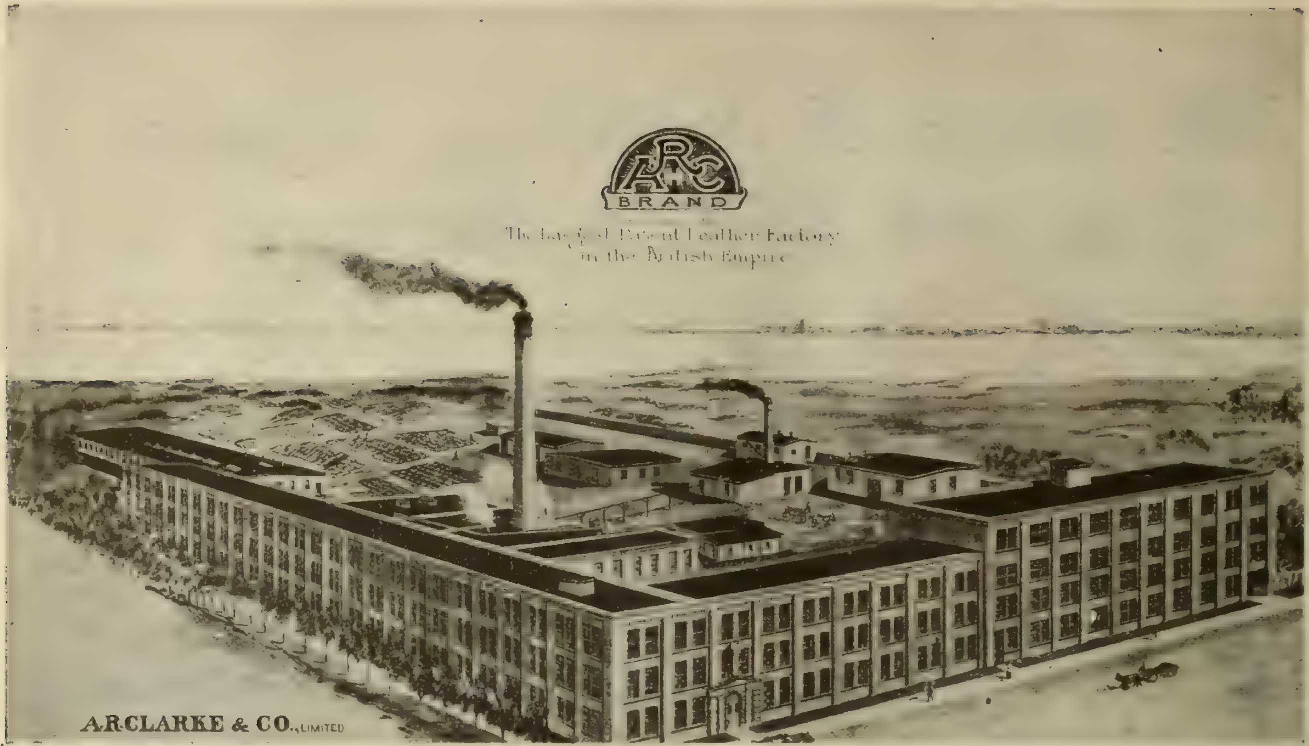
Equally eye-catching and equally popular are the fabrics and colorings in Peck's new shirt offerings. There are many different patterns in the new season's showing, but every one is made up to the high altitude standard of Peck Quality and Value.

Arrange to see both lines before you place your orders.

John W. Peck & Co.

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER



The Factory and The Product

A. R. C. Working Gloves and Working Shirts are manufactured in above factory — lines widely known and widely popular whereever sound serviceable working togs are needed.

Our factory is equipped with the kind of labor and machinery that produces 100% perfect goods. And the fact that *we tan our own leather* is one reason why we can offer you advantageous prices on your new order.

Let the house with the 50 *years quality reputation serve you.*

A. R. Clarke & Co., Limited - Toronto

Manufacturers—Gloves, Mitts, Moccasins, Shirts, Sheep Lined and Mackinaw Clothing

Clothing that wears as well as it looks

Made by a Clothing House that fully appreciates the value of giving service.

ELK BRAND CLOTHES

for Men, Boys and Juveniles

Order Now for Fall 1919—insure delivery by placing your order now for the stock you must buy to meet the requirements for the Fall and Winter Trade.

We have for immediate delivery large stocks of Men's, Young Men's and Boys' Suits at popular prices.

HAVE YOU PLACED THAT FALL OVERCOAT ORDER YET? See our traveller first. A postcard brings him.

J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

Vitre Street West -:- Montreal

What Clothes will you put in your Windows for Fall and Winter?

Of course, if you take the right sort of pride in your store you devote considerable thought and care to the dressing of your show windows.

When you show the passer-by a window trim of **Proper Clothes** you are all set to win the trade of the well-dressed man—the successful man. Get these men coming and others will surely follow.

Coppley, Noyes & Randall, Limited - Hamilton, Ontario

Boys' Clothes with individuality in every line and stitch

And in addition to this, wearing qualities that satisfy the most exacting parent—such is the selling proposition ready to your hand in the new assortments of

"PROPER CLOTHES" FOR BOYS

To make your Juvenile Department a dividend paying business it is absolutely necessary for you to buy the right sort of togs. Proper Clothes for Boys will win you the little fellow's trade and good will. It's worth winning too, because the boy customers of to-day will be the men customers of to-morrow.

Before you stock up look over the Fall and Winter values in Proper Clothes. Our salesman can call whenever you say.

Coppley, Noyes & Randall, Limited
Hamilton, Ontario

JONES EST. 1889
H. BROWN EST. 1898
MOVED to OUR NEW STORE
WE ARE INCREASING OUR EQUIPMENT OF NATIONAL CASH REGISTERS To handle our increased trade
H. BROWN
NCR SERVICE

Use an up-to-date N. C. R. System and match your neighbor's success!

The merchant who combines a cash register system with progressive merchandising is bound to grow.

The merchant who handles his money and accounts slowly by hand instead of quickly by machinery, cannot meet competition.

An up-to-date N. C. R. System protects hard-earned profits; increases trade; cuts down expenses; makes clerks more efficient; stops errors, losses, and disputes; speeds up the business.

Every merchant needs the help of an up-to-date N. C. R. System in handling his money and accounts.

An N. C. R. System is within the reach of everybody. The payments are easy and the machine will more than pay for itself out of what it saves.

An N. C. R. System is a modern business necessity

The National Cash Register Company of Canada, Ltd.
Toronto, Ont.
Offices in all the principal cities of the world.

Value and Service are the Reasons why
"The Beaten Path Leads
to
RACINES'"

Have you trod this Beaten Path? Are you one of those wide-awake merchants keenly appreciative of extra good customer-pleasing values priced in a way that guarantees brisk results?

Try the Racine offerings this season. See the big things we are offering. Let us convince you as we have convinced others. Ask us to send you mail prepaid a set of, say, twelve samples of

"Racine" Working Shirts
"Hero" Fine Shirts
"Strand" (Chemise de Luxe) Shirts
"Lifesaver" Overalls
"Samson" Pants
"Record" Sox

See if they are not just what you are looking for in the line of Good Values at Sane Prices.

Alphonse Racine, Limited

Everything in Furnishings for Men and Boys

60-82 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.
Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

FIT WELL WATERPROOFS

S R & Co

"Fit Well"

WATERPROOF

BEST BRITISH MAKE

A Raincoat

to be satisfactory must have materials and ingredients specially chosen for it.

Every Detail

of workmanship must be characterized by high class design, fit and thoroughness.

Fit Well Waterproof

is meeting all of above requirements every day and you should have some in your stock to meet popular demand.

New Models

for Ladies and Men are now in the hands of our salesmen, also a full line of samples for immediate shipment.

S. RUBIN & COMPANY

Manufacturers of the FIT WELL Waterproofs

437 ST. PAUL ST. W. **MONTREAL**

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

Broadway BRAND CLOTHES

for exacting men

UNUSUAL VALUES — APRIL, 1919

We seek an opportunity to show you

the out-of-the-ordinary values assembled for the new season's selling under the Broadway Clothes label.

Your request for particulars, whether written, phoned or wired us, will receive prompt attention, and we are very confident that you will find in Broadway Clothes a proposition hard to equal in the matter of stylish tailoring and sound materials.

May we look for your inquiry?

RANDALL *and* JOHNSTON, Limited

TORONTO

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

"SPERO"
QUOD ERO SPERO
MAKE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

CONTRACTOR
TO H.M. THE KING

Special Attention to Mail Orders.

WOLFE'S
CAPS
BRITISH
MADE

Prompt Delivery of All Goods.

EXPRESSLY FOR
PARTICULAR MEN

GET THE CREAM
OF THE
CAP TRADE

by handling Canada's supreme-quality cap headwear. You will there find a marvellously varied range of attractive styles and patterns—at prices to meet *any requirements.*

THE CELEBRATED

WOLFE'S CAPS

are artistically made up—from honest, modish fabrics—to *fit, wear* and *look* well.

Don't Buy Till You Have Seen Those Wonderful Values

A. HARRY WOLFE
MONTREAL

In your own interest, watch for our big Advertising Campaign and big Dealers' Co-operative Proposal.

One of the *King* Leaders

King

TIGER SUSPENDERS

Guaranteed Unbreakable

Heavy, cushion-back webs.
Solid Army Leather trimmings.
Reinforced back piece.
Steel Hook support in cast-off.
Double stitched at all points.

POSITIVELY THE BIGGEST VALUE IN A HEAVY SUSPENDER ON THE MARKET

MADE ALSO IN CROSS BACK STYLE

ORDER FROM YOUR JOBBER OR DIRECT FROM

THE KING SUSPENDER & NECKWEAR COMPANY
TORONTO, CANADA

—This RED SEAL LABEL Guarantees Every Pair!

King EZE SUSPENDERS

are still made from the best webs, metals and trimmings—that's why this label goes on every pair and guarantees your customer ONE YEAR'S absolute satisfaction.

THEIR CONSTRUCTION MAKES THEM SUPERIOR

ALL METAL PARTS ARE SOLID BRASS, highly polished, guaranteed rust-proof.

Sliding cords are finest made, specially glazed and chemically toughened.

Extra quality fine lisle or heavy twill webs.

Quick, detachable cast-off.

Tubes through which cords slide so easily are lined with special brass interlining, preventing cords from cutting.

Boxed half-dozen in that smart, yellow box!

Order from Your Jobber or Direct.

NATIONALLY ADVERTISED
NIFTY SHOW CARDS FREE

Made in Canada by

The KING SUSPENDER AND NECKWEAR CO., Toronto

Makers of all "King Quality" Products

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

Imitation is the Sincerest Flattery

This is a generally recognized fact, and the number of Imitators of the justly Famous Chamoisette Glove has come to make the name of this high-class product so generally abused that we deem an explanation necessary, not only in our own interests but for the protection of the trade and general public as well.

"CHAMOISETTE" A REGISTERED BRAND

The originators of the well-known Chamoisette Glove and the owners of a registered trade-mark covering same are the Kayser Company, Incorporated, the largest manufacturers of Silk and other fabric Gloves, Hosiery, Underwear, etc., in the world.

"CHAMOISETTE" was the name applied by the Kayser Company to a high-class fabric made by a special process in dyeing and shrinking which rendered it eminently suitable for the manufacture of Gloves, both for Ladies and Men. So rapidly did Chamoisette spring into popularity that soon it became the recognized name for this class of Glove with the average buyer. This led, of course, to the inevitable substitute, many being offered under similar names and some under the direct name of "Chamoisette."

MARKET FLOODED WITH CHEAP IMITATIONS

The result now is that the market is flooded with cheap imitations which have as much claim to the real "Chamoisette" as have some of the mixtures of so-called "pure silk" and "pure wool" fabrics, offered to the public during the war period.

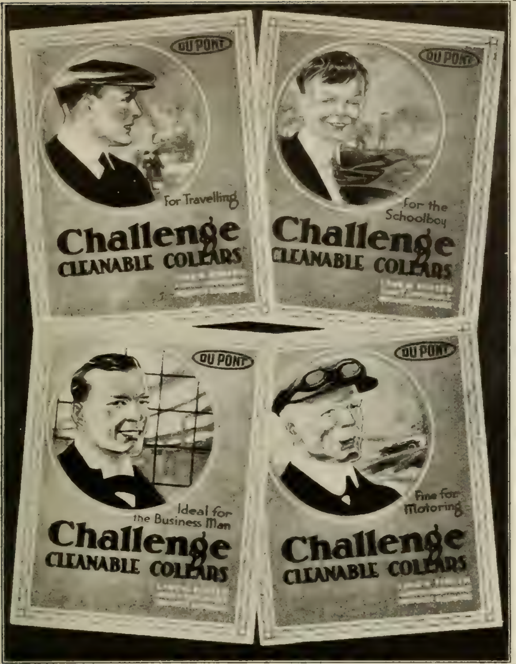
On the other hand, "Kayser Chamoisette" has steadily maintained its quality or even improved it, if possible. "Kayser Chamoisette" Gloves have a certain uniformity of quality, dyeing and finish that preserves their elasticity and service far beyond any imitation product.

Merchants who wish to preserve their own reputation and that of high-class products should, therefore, be careful that only the real Chamoisette Gloves are sold under this name, and that the cheaper imitations are classed where they belong.

All Kayser real Chamoisette Gloves bear the above trade-mark and are for sale solely in Canada by

PERRIN FRERES & CIE.

SOMMER BUILDING
MONTREAL



Seen These Store Cards?

They are printed in colors—attractive and compelling business-getters. They will bring you many sales for

CHALLENGE CLEANABLE COLLARS

Drop us a post card. Glad to send you a set for **your** store.

ARLINGTON CO. of CANADA
63 Bay Street
TORONTO

DU PONT

We offer You an individual line of First Long Pants for Boys and Youths

Please the young fellow in his first "Man's" suit and you've laid the foundation for his future goodwill and patronage.

The "First Long Pants" creations we have now assembled are unusually well designed, nicely cut and correctly tailored—the embodiment of New York and Rochester Styles.

Note our new address—35 CHURCH ST. Better situated than ever to serve you well.

York Clothing Company
35 Church St., Toronto

SNUG FIT

SANITARY BAND

THE WARMEST AND MOST COMFORTABLE WINTER CAP MADE

Getting into a Maritime Sanitary Band Cap is like going into a nice warm house.

The heat just seems to penetrate.

The soft Wooly material gives that smooth comfortable feeling with no binding on the forehead.

Be sure you buy Maritime Caps with Sanitary Bands.

Your sales will reflect your customers appreciation.

Maritime

The Nobby Cap of Quality

Maritime Cap Limited

MONCTON, N.B.

THE Lang SHIRT

The name of a line that includes many different weaves but only one standard — the highest.

Know when you sell a man a Lang Shirt that you have given him a dependable Shirt — a Shirt that has a reputation for quality and lives up to it.

In selling Lang Shirts you are maintaining and building a name for your store that will be the envy of your competitors. And it's easy to sell Lang Shirts, because they are right in every essential — right in fabric, right in design. and remarkably reasonable in price. Remember, too, that we will put your name on the Lang Shirts you order if you so desire.

Send along your order now and make this a Lang Shirt Season in your store.

Stock on hand which insures prompt delivery.

The
Lang Shirt Co.
Limited
Kitchener - Ontario

MADE IN
CANADA

MONARCH-KNIT

SWEATER COATS AND HOSIERY

Monarch - Knit Advertising

Works for you every day

ALL the leading magazines in Canada carry Monarch-Knit advertising—much of it printed beautifully in colors. The style, quality, fit and value of Monarch - Knit Sweater Coats, Hosiery, etc., are emphasized in a striking and convincing manner.

And each advertisement carries the suggestion that the reader call upon his dealer to see the actual goods and judge of their worth by personal inspection.

In many instances you are the nearest dealer—your store is the point of attraction.

Are you taking the fullest possible advantage of this? Do you keep your Monarch-Knit Sweater Coats, Hosiery, etc., well to the front?

Good display of Monarch-Knit in your windows will link up your store with Monarch-Knit advertising as also will the frequent mention of Monarch-Knit in your own advertising in the local newspapers.

Co-operate with us in helping you to build up bigger sales of Monarch-Knit.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

THE MONARCH KNITTING COMPANY, LIMITED

**Dunnville, Ontario
Canada**

Manufacturers of Men's, Women's and Children's Sweater Coats and Hosiery. Also Monarch Floss and Monarch Down.

FASHION-CRAFT CIVIE CLOTHES

MODELS SUITABLE FOR FATHER AND SON

The Brand with a Reputation. Sold in 200 Shops Throughout Canada

Agents Wanted of The Right Kind, Where Not Already Represented

FASHION-CRAFT MANUFACTURERS LTD.

∴ MONTREAL ∴

9-19

Bengard

The Models Illustrated Left "THE PEERLESS" Overcoat. Right, "THE IDEAL" Overcoat

Bengard

B·GARDNER & CO.

TRADE MARK REG'D

Bengard Clothes justify *our* faith, *yours* and that of your *customers*

They are quality Clothes---and the *value* is in them

FALL AND WINTER STYLES 1919-20 ARE READY

You can examine the line without obligation. A post-card request is all that is required

B. GARDNER & COMPANY, MONTREAL

Bengard

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 9 TORONTO APRIL, 1919 No. 4

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H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

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Entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, under the Act of March 3, 1879.

Stanfield's travellers are swinging your way with samples of Stanfield's Unshrinkable Underwear for next Fall delivery.

The only road to early delivery is early ordering.

The demand for Stanfield's Standardized Underwear will be as usual, plus the demand from the returned soldiers.

We protect you against any drop in our prices. We book your order at the maximum prices and invoice same at our prices prevailing on day of shipment.

MAKE

STANFIELD'S
Unshrinkable
UNDERWEAR

Your Leader for Next Fall.

Men's Wear Review

The Recognized Authority of the
Canadian Men's Wear Trade

VOL. IX. TORONTO, APRIL, 1919 No. 4

DO CLOTHES MAKE THE MAN?

They May Not Make the Man but They Help Make Him a Success.

WHEN we walked through from the diner the other night and all found comfortable seats in the smoking compartment somebody said something about men's wearing apparel. I believe the first remark was made for the purpose of keeping up the conversation—just a casual comment on clothes in general—men's clothes—prompted by a clothing advertisement in a newspaper that lay on one of the leather covered seats as we entered. There were four of us, named according to occupations, Mr. Builder, Mr. Broker, Mr. Salesman and Mr. Writer. We all were dressed pretty much alike — probably as we thought best fitted our individual occupations, there being no prescribed uniform for the tired business man—not even service chevrons.

Builder said he thought American business men were too careless in their dress—they didn't give enough thought to style—they would do well to pattern after their wives. He said that he had spent several days of the past week in the company of a big business man whose pants bagged at the knees, who wore a frazzled necktie, unpolished shoes, and a hat gray with age. Although he was well aware of the man's high financial rating, he almost doubted the truth of it until he went to the man's home for dinner the night before he closed a big deal with him. He then found that the shabby man lived in a palace, with appropriate accompaniments, and his wife and daughters were garbed in gorgeous robes of regal splendor. Of course, they nagged at Dad and were annoyed at his appearance, but it mattered not to Old Big Business. He always had dressed that way and b'jinks he had corralled the kale, and what cared he for fashionable attire? Nothing at all. His bald spot was covered by his hat, whether it was old or new; he didn't like to break in stiff shoes, and he never felt natural when he was dressed up—so he confided to Mr. Builder. But the latter didn't approve — in fact he condemned such a practice.

Mr. Broker fully concurred, but he believed that the case cited was a rare exception. He came into close contact with thousands of men every day and the majority of men were as fussy about their clothes as a June bride. Not namby-pamby, he wanted it understood, but careful in their dress from head to foot, and he believed in it—believed that good clothes should be considered a profitable investment to any and all business men.

Mr. Salesman had made as if to cut in on the discussion two or three different times, but didn't get just the right cue. He was of that That Reminds Me species of conversationalists—a sort of an Illustrious Gaudissart, the which Balzac has so aptly humanized—who has seen everything, knows everything, is up in all the ways of the world, who is the link that connects the village with the metropolis—the commercial traveler. And this fellow knew, all right. He said he was reminded of the time he spent his last jitney to fit himself out for his first successful trip on the road.

He had gone from the tall grass regions into a large commercial centre where he found work in a factory. His wage was small, he was forced to economize and never thought of adopting the city styles of dress. But he stuck to his job, was promoted, and the next year when the firm wanted another man on the road, they selected Mr. Salesman for the position. He went—dressed up like a tool maker at a machinists' picnic. He said he knew the line, had studied and learned the sales proposition, and he was a good talker, but somehow he couldn't bring home the bacon. His first trip was a rank failure. But his firm had confidence in his ability and sent him out again into an entirely different territory. The second trip was as unsuccessful as the first one. He was ashamed to spend so much of the firm's money, so had borne part of the expense himself. But he had failed at the selling game, much to his sorrow, for he wanted to make good and hold his job.

Laying over Sunday at a junction town on the last leg of his third trip, he became acquainted with an old experienced traveler, and told him the story of his failure. Mr. Experienced Traveler sized up the situation at first glance. He told him he hadn't dressed the part—that his celluloid collar and frayed cuffs were the first things to give him away; that his shabby clothes and last year's hat would at once stamp him as a workman instead of a salesman; and that if he couldn't afford to buy a new outfit he'd better go back into the shop and stay there. It then dawned upon Mr. Salesman that inasmuch as he seemed to possess all of the other necessary requisites of salesmanship he would quickly grab at the last straw and act upon the advice of the experienced man.

Salesman said that he then had left barely enough of the firm's money to see him through to the end of the trip, and only enough of his own money to buy himself a new ragalia from head to foot, which he forthwith did. When he had completed his purchases he had only five cents left, but the buoyant air of success had seemed to come to him. He began to make sales; he regained his confidence; he went back to other towns and closed sales that he was unable to make before; and he returned to his firm with the biggest bunch of orders that up to that time had ever been procured in a given period. Clothes had done the trick, he said — just good clothes. Nothing gaudy, but modern, substantial, appropriate attire, in keeping with his sales talk, his manner, his firm and his business propositions. And since then he said he had always tried to dress the part—and never again did he fail to get his message across.

I believe it, and as I told the three of them—Builder, Broker and Salesman—I couldn't have determined their different lines of business, but I did recognize in each of them the distinguishing mark of success. It was in the clothes they wore. I don't wish to start any pink tea

(Continued on page 59)

FELT HAT STYLES FOR FALL

High Rolled Brims the Coming Feature.

ONCE more after three or four years of stagnation in the development of felt hat styles, manufacturers are enabled to exercise their ingenuity in the designing of fashions. During these years of war time the element of style has been lost to sight in the overwhelming consideration given to prices — coupled with the influence of the strong advance buying that had placed heavy stocks on the market and had made inadvisable any radical revision in hat styles—a situation that had its culmination in the restrictions of last Fall by the conservation division of the Government which so limited style effects that new designs were practically prohibited.

Now, however, that the ban has been lifted, the new lines shown by manufacturers once more blossom forth in new styling effects and once more fashion is an element to which buyers must give thoughtful consideration.

High-Rolled Brims the Coming Feature

The general tendency in soft hats for Fall is toward a more decided flange, producing a higher roll for the brim—such effects striking the keynote of the new fashions, although there will continue to be, particularly in the West, many sales of flat set brims trimmed with 4 line band and 4 line binding, and some of the 10 line band effects show unmistakably the influence of the military note. For the new brims, however, well set up on the sides, the trimming will be 24 line band and 10 line binding. Bindings, especially for finer grades, are once more the favored styles.

Crown Dimensions

Crown dimensions will vary from 5⅝ to 5¾ inches, although, of course, there are exceptional blocks as high as 6 or even 6¼ inches which taper off fast in the tip, but in reality the effect after creasing does not produce a higher crown than the 5½ and 5¾ inch shapes with full tip.

Smaller Shapes Favored in the East

While in the West there is a strong tendency to favor the wider brims, running to 2⅝ and 2¾ inches, the vogue in the East will narrow the brims to a decided extent and the favorite proportions will be 2⅜ and 2½ inches.

Smaller shapes will therefore rule favorite, more particularly for the fine trade, and many of the choice novelty styles will centre around proportions of 5½ x 2⅜ full crown and well rolled brim.

Colors

The darker shades of green such as ivy and dark browns will be the prevailing colors, in a general way the greens being preferred over the browns in the West and the browns having the preference in the East, although the brown is steadily gaining favor in both sections. There will be the usual small percentage of staple colors of course.

A New Blue in Prospect

The Fall will see the introduction of a new blue, somewhat of the character of blue steel but more decidedly blue than dark steel. It is most attractive in effect and will make a strong appeal to those men who are attracted by something distinctive in refined effect.

Light Weights the Thing

Extreme light weight felt hats will continue to grow steadily in public favor and more men than ever will this year discard their summer straw when the Fall season opens and don an airy felt. The influence of this tendency is most strongly reflected in the less weight that characterizes the entire felt hat product of to-day, efforts being made by all manufacturers throughout their entire line to lighten the weight in every way possible.

Rough felts, ranging from mixes and fancy silk finishes to beavers and velours, will be worn by many well dressed men as a second hat the latter part of next Fall.

A Boom in Velours

Velour hats will be more popular in the Fall than any season heretofore, more generally popular, in fact, than in the big velour hat season of some years ago. The favorite colors will be black, dark brown and dark green in the order named; styles to be worn being the regular velour hat shape with little variations, in dimensions 5¾ x 2⅝ inches; taffeta trimming with bows on the side will predominate.

The velour hats as now produced by American manufacturers are the culmination of many years of experiment, practice and experience, and now show decided advances in refinement of product comparing favorably with the best that the world has ever produced. The superior quality of velour hats which the manufacturers are now making is undoubtedly the big factor that has created the remarkable favor that these hats now enjoy.

Trimmings

In trimmings the finer rib bands will mark the styles of real distinction. Colors will match the body of the hat, the fancy bands in refined designs being prime favorites confined largely to two-tone effects.

Linings will find much favor, particularly in fine grades. They would be just as prevalent in the popular price hat but there is some question whether the high cost of using them will make them prohibitive. A handsome, soft lining does dress up a fine hat but it would seem to be much better policy for popular price hats either to save the cost of the lining altogether, or to spend it where in some way it would improve the effect of the hat outside.

Stiff Hats a Possible Factor

The possible revival of stiff hats is a prospect that must be given consideration. During recent months there has been a decided increase in the sale of derbies and for next season the trend of fashion will be watched very closely for any indication of general public favor for stiff hats. Some authorities there are who attempt to trace the source of inspiration for this new tendency in headwear vogue to the steel helmet worn by the soldiers in the trenches and on the battlefields of France, and the national development of a taste for stiff, set headwear by returning soldiers who don civilian clothes. Whatever the cause may be the effect is sure—there have been several times as many derbies sold in the past three months as during any entire felt hat season in many years. Whether the trend is substantial enough to carry itself over the Summer and early Fall, is too early to predict at this time.

Full crowns will be the only block effects. In the East small shapes in extreme full crown and medium flat set brim with slightly rounded curls, dimensions of 5x2 and similar proportions, are the choice styles in the exclusive shops this Spring.

The tendency as it has been noted, however, is more strongly in the opposite direction and it is confidently anticipated that the derbies of next season will have moderately full round crown with well rolled brim and round curl with the trend of the vogue toward still greater roll and decided pitch front and rear for well dressed men of discriminating taste. In these styles the prevailing dimensions would be 5¼ and 5½ x 2 inches.

SLACKERS
THE BIRD WHO RAISES A LONG BEARD TO SAVE THE PRICE OF A COLLAR AND TIE.
IF ANYBODY GETS A SIDE VIEW OF ME I'M LOST

WHAT IS YOUR GROSS PROFIT?—COMPARATIVE FIGURES TELL THE STORY

GREAT interest was evinced by a large number of dealers, at the National Convention in St. Louis, in the question of store records and proper accounting. No better man than Ben Jacobson, of New York, could have been selected to lead the discussion on this topic, for it is one which has been a hobby with him for many years. Mr. Jacobson said:

Most of you who attend these conventions are of the better class merchants, perhaps not all millionaires, but merchants who know the necessity of proper storekeeping. You come here to exchange ideas and if possible to learn how to improve your business methods.

The topic assigned to me is really for the benefit of the man who still tries to conduct a store on ancient methods, and does not even know that these conventions are held for his benefit. When you get home and meet one of these "would-be" merchants who takes no interest in modern business, tell him some of the things you learn here. Do not condemn him—pity him!

The man who conducts a store without records is blind to modern possibilities, and every time you open the eyes of one of those fellows by showing him the right way to do business, you not only help him, but you help yourself. Don't say that you do not recognize competition. The telephone, the street car, and the mail service make competition easy, and if ever you get alongside of your store one of those fellows who do not know the cost of doing business, you will soon know that he is there all right, even though his business life may be a short one.

It is surprising that manufacturers and wholesalers extend credit to some of these blind merchants who run stores on guesswork when mercantile agencies tell us that more than 75 per cent. of the business mortality of the country is among dealers who keep no records of their business. The few who accidentally succeed in their blind way are the ones who lure others to their financial ruin by giving them the wrong advice on how to run a store.

I met two retailers from the coal mining region of Pennsylvania. The one who had good figures of his business told how the war brought him increased prosperity: that the miners were getting big wages and spending them freely, that his store rent was cheap—and inasmuch as there was no manufacturing in his town, he was able to get reliable women clerks at nominal salaries, that his total overhead expense was only about 16 per cent. and his gross profit about 35 per cent., which, of course, put him on Easy Street. To sort of verify his story he asked his friend, who is in business in a nearby town, whether or not he found the same conditions, to which his friend replied, "I do not keep such fine figures; all I know is that I can pay my bills better than I used to." The fellow who does keep records was rather surprised at the answer, and said, "Joe, you remind me of the old colored man during the slavery days who was asked how old he was and he replied, 'I don't know, but I must be all right yet or my master wouldn't keep me.' I am surprised your store keeps you." Yet the fellow who had no records of his business told how he helped another man open a store.

Business Records Most Important

There are many such slaves just because they have not the necessary records which would show them how to be masters of their business. The old slipshod methods may have been excusable years ago when bookkeeping was considered a complicated art, and the average dealer could not afford the services of a bookkeeper, but now that bookkeeping has been reduced to simple records, which anyone can keep and understand, the dealer who still conducts his store without records of purchases, sales, gross and net profits, has no business to stay in business.

Business records are even more important to the small dealer with moderate means than to his larger competitor. The increased stocks with increased expense and decreased profits are sometimes enough to break a small dealer before he knows it.

Actual Figures Month by Month Would Have Prevented Loss

I recently saw the inventory sheets of an average sized store where no records are kept excepting that the owner takes inventory once a year. The inventory of 1917 showed a handsome profit, while his 1918 inventory showed an actual loss on an equal volume of business. After some study of the crude figures, we found that his gross profit of 1917 was about 6 per cent. larger than in 1918. This is accounted for by the fact that he sold his early purchased stock on replacement basis, while in 1918 most of the sales were made on normal profits, yet the store expense and personal living was larger than in 1917. If this man had figures showing the condition of his business at least once a month he would not have shown a loss, for he could have increased the profit or decreased the expense, or perhaps spent some of the wasted money for advertising and store improvements, which would have increased the business, thereby reducing the percentage of expense.

Comparative Figures Tell the Story

Business efficiency, or the art of conducting business for profit without showing greediness for it, is certainly worth studying. The only method of learning one's business is through an analysis of its records. In no other way can the retailer merchandise and finance the business with safety. Every now and then we see a good paying store ruined, or a poor paying one made to pay by a change of ownership or management—all due to the fact that one man runs his business on guesswork and another by comparative figures.

The man who does everything by comparative figures knows enough not to overbuy or oversell, and he knows how much he can afford to spend for the good of the business. Overselling is sometimes as bad as overbuying. Many a man has gone broke because he did too much business for the size of his capital—others go broke because they carry too much stock for the size of the business. The man who has records of his business knows that if his stock is on a proper turnover basis, and his sales increase 10 per cent., he can allow the stock to increase in proportion. If his profit increases 3 per cent. he can allow his expenses to increase 2 per cent., but no one can know anything about turnovers, profits or losses without the records that tell these things.

Master of His Business

It is the general belief that owing to increased costs, the shoe stocks of the country are higher in dollars and cents than they have been, yet the head of the largest retail shoe business in New York has figures that show his stock to be lower than it has ever been though the sales are larger. He knows each morning the sales of the previous day at cost and selling price, and the kind of shoes that were sold. He also has a trial balance for each week showing the condition of the stock in dollars as well as kinds, and the gross and net profit for the week. If things happen to go wrong one week he corrects it at once. It is these figures that make him master of his business. Such figures can easily be kept in any shoe store by giving up a little time to it each day. If there is anyone here who does not know how I will gladly show him.

Interested and Satisfied Employees Big Asset

In conclusion let me remind some of you big merchants who know the value of stock turnovers that there is another turnover equally as important, and that is the help turnover. You make money by turning your stock often and lose money in help turnover.

It is your duty to look after the welfare of your clerk. Every good man is entitled to earn a living and something besides, or he is dissatisfied. You cannot expect to get the best there is in

(Continued on page 59)

DEPARTMENT STORE ADOPTS PROFIT-SHARING

The Robt. Simpson Co. Introduce New Scheme Into Canada

THE recent announcement of the Robert Simpson Company, Toronto, that they intended to signalize the consummation of 21 years of successful business life by the adoption of a profit sharing plan, whereby everyone connected with the company would share in its future, is another indication of the general tendency noted of late, to meet possible labor difficulties by developing the idea of mutual benefit.

The general idea of the scheme as announced by the president of the company, H. H. Fudger, was to assure the future of those who spent an appreciable number of years with the store. The system adopted would provide a competence for those whom advancing years compelled to leave the store's employ, or would secure the accumulation of a substantial reserve by those who spent many years in the store's service, and left it for other fields of activity.

The Plan Outlined

Briefly the idea is as follows: Any member of the staff who has had a year's service with the store, may participate in the benefits, or may refuse to do so at will. There is no element of compulsion in the scheme. The member of the staff desiring to participate, must deposit 5 per cent. of his or her wages. This sum however must not exceed $100. This limit is set, in order that the higher salaried employee should not benefit disproportionately. To these savings of the staff, the company would add annually a sum equal to five per cent. of its net earnings. This sum, augmented from year to year, to be invested for the benefit of the participating employees.

May Withdraw After Ten Years

Participators completing ten years of service would be permitted to withdraw with all interests and profits. Those leaving before completing their ten years' service would be entitled only to the amount of their deposits plus 5 per cent. interest; save in the case of a woman leaving after five years service to be married, who would be entitled to all the privileges that a ten years' connection with the firm would give, and in the case of death, when beneficiaries would benefit in accrued profits as though the deceased had completed the ten years' term.

The First Arrangement of its Kind in Canada

Mr. Fudger, in introducing the plan, stated that it was the first arrangement of its kind made in Canada by any large commercial or industrial corporation.

While the scheme is new to Canada there can be little doubt that it has been modelled on the scheme in operation in the Sears, Roebuck & Co. store, Chicago, and as the parallel in many instances is so close, and as the American concern has had the scheme in operation for nearly three years, a consideration of the results obtained there will be of interest.

Sears, Roebuck & Co. have between 30,000 and 40,000 employees, and the plan was begun to engender harmony and loyalty between employer and employee.

The Sears, Roebuck & Co. Plan

The plan, as put into operation by this store on July 1, 1916, obligated the company to contribute 5 per cent. of its net earnings, without deduction of dividends to stockholders to an employees' profit sharing fund. The employee desiring to participate in the benefits was required to deposit 5 per cent. of his salary in the same fund, the amount deposited in no case to exceed $150. There is no obligation to join in the profit sharing plan, unless the employee desires, and no employee who has not served three years with the company is eligible. In a recently issued report of the plan 92 4-10 per cent. of those eligible are at present enrolled. Their holdings of the company's stock total 80,000 shares or 10 per cent. of the company's stock, 20,000 of these shares belonging to the fund, and the balance being the personal property of the employees. This is an interesting fact, indicating as it does the possibility of a gradual assumption of an even greater interest of the employees in the company, a development tending toward a practical socialistic scheme of an industry operated by and for the workers.

Profits cannot be withdrawn till the end of ten years, save in the case of young women leaving to be married. They can withdraw their share after five years of service or two years after entering. Those leaving at this time could not have invested more than $300, as $150 is the maximum that may be invested in any one year by any employee. Figures contained in the report of the fund indicate that during the month of January of this year 45 young women took advantage of the opportunity to get married, three times as many as in any previous January. Granting that these young women had contributed to the fund the maximum, they would have invested $375. They drew as their share in the fund $19,000, an average of over $425 each with a maximum of $644. In other words the depositor of the maximum $375 withdrew from the fund as her deposit and her share of the profits $644.

Plan a Great Success

The Sears, Roebuck fund after two and a half years' operation has at present a total of $3,012,123 credited to its members. Of this amount the employees contributed $656,299, the balance $2,355,824 represents the company's contribution plus dividends on the stock in which the fund is invested. At the present market value the 20,000 shares of stock held by the fund would show additional profits of considerably over $400,000. This amount is not included in the total given above.

Even this plan has scarcely been in operation long enough to draw any hard and fast conclusions regarding its probable outcome. The report however gives actual instances of what has been accomplished up to the present time. An employee earning $20 a week deposited $1 a week, a total of $130. This employee had on December 31, 1918, to his credit in the fund $593.52, invested in 3 8-10 shares of the company's stock, which at present value is equal to $643. In a like manner an employee who deposited $3 a week or $3.75 since the plan has been in operation on the same date was credited with 11 shares of the company's stock at a present par value of $1,900. These figures are of course based on present profits, but assuming that these profits will continue on a par with the past two and a half years the results for the different salaries and periods have been estimated by the trustees of the fund as follows:

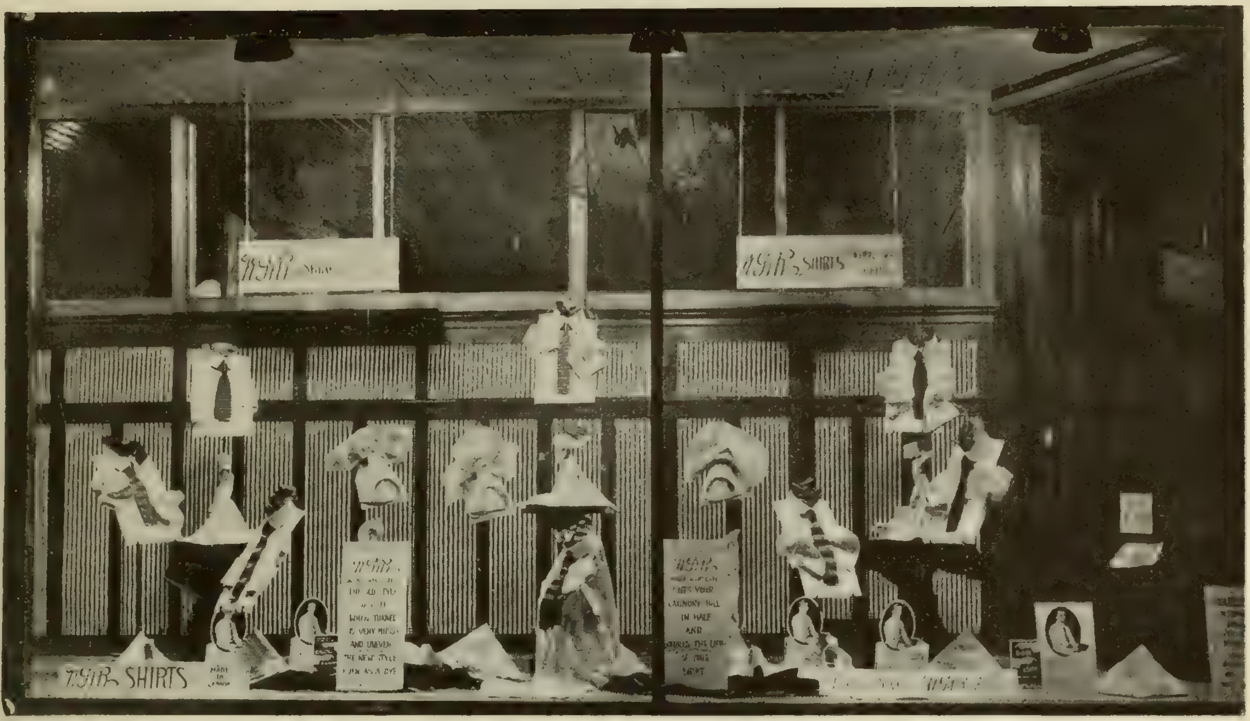
Average salary per week	Membership period, years	Savings deposited by employee	Total est. accumulation of savings and profits
$15	5	$ 175.50	$ 901.22
	10	370.50	2,648.55
	15	565.50	5,787.53
	20	760.50	11,426.56
20	5	284.00	1,201.62
	10	494.00	3,531.40
	15	754.00	7,716.71
	20	1,014.00	15,235.41
25	5	292.50	1,502.02
	10	617.50	4,414.25
	15	942.50	9,645.89
	20	1,267.50	19,044.26

The amount contributed by Sears, Roebuck & Co. for each $1 saved by an employee is shown by the following table:

Period	Total Paid by Company	Company Paid for Each $1 Saved by Employee
1916 (Half)	$ 412,215.55	$3.09
1917	905,464.04	3.02
1918	1,077,883.19	3.26

The total contributions of the corporation amount to $2,355,824 for the period of two and a half years. The employees in the same time have paid in $656,229.

In the case of the Robert Simpson Company, the plan varies little from this one whose tangible results are already beginning to be observed. The Robert Simpson Company is not as large an organization as the Sears, Roebuck Company, but neither does it represent the same number of employees, while the net earnings are known to be large and there is little question that this innovation will work out in Canada on as favorable a basis for the participants as it has done in the case of the American concern.



W. S. GOODEN - BRANDON

THE above window was dressed by C. W. Willoughby, and is a credit to both Mr. Gooden and Mr. Willoughby. The arrangement of lines in conjunction with show cards is good.

The window has an attractive background, but has not quite as much in it as the space would allow.

MAIL ORDER HOUSES BUILDING UP INSTALMENT SALES

Sears, Roebuck and Other Firms Breaking Away From Strictly Cash System.

By G. A. Nichols in "Printers' Ink."

Editor's Note.—Just at the time when hundreds of Canadian firms are adopting the cash system of doing business, following as it were the lead of Canada's biggest department store and mail order house, it comes as a shock to find some of the largest department stores and mail order houses reverting to a form of credit system. One of Toronto's large department stores, which for years was on a cash basis, has opened a credit department for certain lines of goods.

The accompanying article on the subject by G. A. Nichols in *Printers' Ink* will prove of great interest to all branches of the trade in Canada. MEN'S WEAR REVIEW would be glad to hear from readers giving their views on the subject.

RETAIL mail-order houses are uncovering a vast amount of business through application of the instalment credit system. In the beginning, retail mail-order necessarily was a cash proposition. This worked well enough on the ordinary items, but it shut the mail-order houses out from a big and profitable trade in the larger and more expensive goods.

When a thing runs pretty well up into money the average person will hesitate before buying it for cash. He is going to shop around. Then by the time he is financially prepared to make the purchase he may decide he does not want it, or may buy it from some house other than the first one he had in mind. But he is likely to go without the thing altogether.

Take, for instance, the complete furnishing of a home. The average cost of fitting out an apartment or a cottage for newlyweds these days is around $600. This is more money than the average ordinary American citizen has when he gets married. He either must buy his furniture on the instalment plan or get it bit by bit. In the latter instance he is likely to scatter his purchases among various retailers or mail-order houses. If this $600 order could be secured at one time it would be worth-while business. The instalment furniture houses in the large cities offer a way out for people living in those cities. But the family out in Lyndon, Kansas, likes good furniture as well as the one in Chicago. The mail-order houses finally recognized this fact and now anybody in the country of good reputation and fair credit standing can buy his furniture on the instalment plan.

The same principle applies in the purchase of pianos, talking machines and similar luxuries. People living in or near cities of any size have long had the privilege of buying these on the instalment basis. Dealers in these cities have reached out to some extent for the country trade within a radius of one or two hundred miles. But not until the mail-order houses took up the instalment business in this line were pianos and talking machines at the disposal of the multitude. The resulting volume of business may be regarded as amazing when viewed from one angle. But it is only natural, after all. Previously, only the surface of the potential market had been scratched. Now, thanks to mail-order, the country-wide demand is being met.

To-day a woman on the farm need not wait until her chicken money or egg money reaches a sum which will enable her to buy a cream separator. She can get it from a mail-order house on credit and pay for it by the month. If the farmer wants a gasoline engine or farm machinery of any kind he can buy it on the same basis. The mail-order house will sell him a heating plant or a lighting system and collect from him in easy payments.

Manufacturers Help in Beneficent Change

This mail-order business in the larger items is due for a still greater extension. Manufacturers will gladly co-operate in the development because of the increased volume in their business that is sure to result and that is resulting right now. The mail-order houses have done wonders in supplying manufacturers with an outlet.

In the establishment of credit relations with their customers at a distance the mail-order firms have surprisingly few complications. The farmer, whether he owns his farm or rents, is looked upon as the best credit risk. The queer thing about it is that the man in Iowa or Nevada who orders some of these larger goods by mail on the instalment plan has much less difficulty in establishing his credit with the mail-order house than does the man in the city who deals with the department store.

You can go into McClurg's book store in Chicago and buy a large dictionary. Unless you can pass a pretty thorough examination at the hands of the credit man you have to pay cash for it. On the other hand, you can sign your name to a coupon clipped out of a magazine advertisement, send it to the publisher and get the dictionary without quibble or question, and have the privilege of paying for it at a modest sum per month.

Is there a psychological something about signing an order of this kind that induces a man to be more careful about paying than he would be if he bought the book in a store in the ordinary way? Perhaps. Anyway, the fact remains that he generally does pay.

Sears, Roebuck's Way of Instalment Selling

There is very little red tape to be gone through with on the part of the purchaser when he wants to buy on credit from a mail-order house.

"If a farmer down in Oklahoma orders a heating plant from you on credit, how do you satisfy yourself as to his responsibility?" the writer asked Credit Manager O'Connor, of Sears, Roebuck & Company.

"Well," replied Mr. O'Connor, "there are one or two questions on the order blank for the man to answer. These give us all the information we need. Anyway, nine times out of ten this farmer already is a customer of ours. He may have been buying goods from us for years—lots of goods. With order after order the cash has come each time. What better evidence could we have of his reliability and solidity than this? In other words, he has built up with us a credit standing because of the many orders he has sent us accompanied by the cash. A farmer is absolutely the country's choicest credit risk so far as instalment mail-order business is concerned.

"We do not carry open accounts with our customers. We confine their credit purchases to those larger items that run into money to an extent that makes an instalment plan desirable. An order for the general run of goods in our catalogue must necessarily be paid for in advance.

"But even in this exceptions are made. Suppose a banker or some other well-known business man wants to order some goods from us to be shipped to his summer home. We will accept the order on open account if his credit comes up to the usual commercial standing. This kind of deal, however, is entirely apart from the instalment proposition. Selling on instalments is one thing and selling on a straight commercial credit basis is another."

This concession to persons of approved credit mentioned by Mr. O'Connor is given as inducement for them to concentrate their purchases. This is the very reason so many retailers cling tenaciously to the credit basis of selling, despite the occasional loss they incur and the undoubted advantages of the cash system. Every retailer knows that a person with an account at his store buys more goods than he would if he paid cash, and does not scrutinize prices so closely. This is the principle behind all the great growth of the instalment business both in retail stores and mail-order houses.

The credit policy of the larger mail-order concerns is very broad and liberal. Some manufacturers have satisfactory instalment dealings with farmers and others also, but are somewhat more exacting in looking up the credit risks.

The Albaugh-Dover Company, of Chicago, sells many cream separators to farmers on the credit basis. The advertising is done largely through farm journals. The farmer is asked to return a trial-order coupon that is a part of the advertisement. This order when properly signed is practically a note. It contains the terms on which the separator will be sold him, and stipulates that the purchaser may pay the balance any time he wants to and receive a cash discount of 5 per cent.

A separator is sold on thirty days' free trial, and the purchaser has a year in which to pay.

The complete furnishing of houses, apartments and rooms as worked out by the retail mail-order firm of Hartman Company, Chicago, is one of the most interesting and profitable examples of selling goods by mail and collecting the money in instalments.

Hartman has developed this type of mail-order selling to a point where anybody in the United States can have the advantages of furnishing his home complete and paying for it monthly. A few years ago, when Hartman was conducting only retail stores, the advertising slogan, "Let Hartman Feather Your Nest," showed many a perplexed young fellow in Chicago and other large cities a way in which he could get married and furnish his flat without having to save money for a long time. All he had to have was a girl who was willing to marry him, a job and a good reputation. Hartman would supply the furniture, and it could be paid for while it was being used.

The thing worked out so well that the company decided it ought to be extended to the country at large. The credit proposition loomed high. But, proceeding on the principle that the average person is at least reasonably honest, Hartman advertised in farm papers and fraternal organs inviting people to order certain assortments of furniture. The people were trusted to a point where the company offered to send them the goods on thirty days' free trial without advance payment. Then, if they were satisfied with the goods, they could begin paying for them month by month with a certain stipulated sum. The orders were sent in on coupons clipped from the advertisement. Then people were invited to send for the catalogue. This contained order forms which called for sufficient credit information to make the transaction safe for the company.

The thing worked out so well that today Hartman has a standing offer of a prize to any one who will show a town in the United States where it does not have a customer.

The plan specialized on complete housekeeping outfits, complete dining-room equipment or bedroom suites. But any kind of furniture or household furnishings would be sold on the same basis.

The result of all this was that the company solved the problem which is the bane of every retail furniture man's existence. The furniture business as conducted in the average retail store pays a satisfactory net profit, but as far as volume is concerned it is either a feast or a famine. During the housecleaning months of the spring and fall the furniture man is rushed half to death. In midwinter and during the summer he has little to do.

What every progressive retail furniture man in the country wants to do—and in this he is being aided materially by far-visioned manufacturers who are after increased outlets for their goods—is to make his business an all the year proposition. He cannot change the inexorable law laid down by womankind to the end that housecleaning should be done in April, May, September and October. He is not going to get very far in any effort to spread out over the year the rush of business he experiences in those months. But he can keep his store busy all the year by featuring related lines. He sells dining tables. Why should he not sell the dishes and even the linen to go on that table? He sells china? He sells beds and mattresses. Why not sell blankets, sheets and comforters?

Manufacturers in these and allied household lines have been working on the retail furniture dealer considerably during the last few years. They are making a different merchant out of him. They are utilizing a perfectly logical outlet for their goods and thus are increasing their own profits as well as the retailers'.

The bulk of Hartman's business comes in the housecleaning months. But it advertises all through the year special offerings in this or that, and thus maintains a healthy and steady volume of orders.

Hartman was wise enough to realize at the outset that it had to get and keep the confidence of customers. This was of hugely greater concern to the company than satisfying itself of the reliability of the customers. It realized it was a greater relative risk for a farmer at a distance to send his money than for the company to send him its furniture. The customer had as much right to be satisfied as to Hartman's absolute reliability as the latter had in his case.

In all the advertising catalogues or farm papers, it emphasized the quality of the merchandise without exaggeration. This was on the cold-blooded basis that experience had shown that merchandise which gave complete satisfaction was its own best collection argument. An inspection bureau is maintained where a sample of each piece offered in the catalogue is taken apart and analyzed. If anything is wrong, it is fixed.

The house stands unqualifiedly back of each thing it sells. If anything is not satisfactory it may be sent back. When a purchase is returned as not coming up to the catalogue description a letter is sent to the customer apologizing for the trouble to which he has been put. The letter explains that in such a large business, merchandise not up to standard occasionally slips in despite all precautions.

The working out of the instalment mail-order business on such a dignified and satisfactory basis by the catalogue houses represents one more of the many good things mail-order has done for the business of this country in general.

It is all well enough to say nice things about the retailer and to wish him well in his efforts to keep business at home. But one may just as well tell the honest two-fisted truth. And this is that there are a lot of things about the retail method of conducting business that are very badly in need of fixing.

The way some retail instalment furniture houses prey upon people in the smaller towns is a scandal little short of a crime. Taking advantage of people's ignorance of values and their need of the goods these concerns sell house furnishings for several times their value. The prices they ask are far in excess

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A COMPLETE REVIEW OF HAT PRICES

Prices Will Be Maintained Despite Many Reductions in Other Lines of Merchandise.

From the "American Hatter."

NEVER before in the history of the men's hat trade has occasion arisen which provided the necessity for such a thorough analysis of conditions and the exercise of sound reasoning as the situation which confronts hat buyers of America to-day.

Compared with the serious problems which must now be faced the problems of the past have been exceedingly simple of solution. Looking backward at the conditions of recent years resulting from the abnormal effects of war time we find the chief necessity for buyers has been nerve to back up their judgment and that formation of that judgment has been a comparatively simple process.

With the absolute assurance that prices were to continue to steadily increase season after season for the duration of the war only one policy was possible and that was to buy liberally up to the full measure of possible requirements.

Now, however, with the absolutely new situation that has arisen in business generally as a product of peace, merchants are facing a set of different conditions more difficult of analysis than any produced by the war.

Fortunate, indeed, is the men's hat trade, for it is little affected directly by the disturbance that peace has produced in so many other lines of trade and industry. In order that buyers of men's hats may thoroughly understand this fact and realize fully that it is the actual situation, a good clear general knowledge of all of the influences affecting the trade at this time is necessary.

When Hat Prices Will Hold Firm

In many commodities there has already been a very substantial decrease in prices and further reductions are confidently predicted. It is true that in exceptional instances in the anxiety to assure a volume of business and maintain production one or two manufacturers have shown hats for $3 a dozen less than their recent lowest prices, but this has not signified a reduction in the cost of material or the cost of manufacturing, but has rather been the result of the manufacture of a hat of poorer quality than was formerly deemed necessary in order to maintain volume of business.

The cold fact absolutely remains that it costs at least as much, if not more, to manufacture and sell a hat to-day as it did to produce that same grade three months ago or six months ago, and it is equally assured that it will cost fully as much for the same grade of merchandise for the next season.

Lower Prices Mean Lower Quality

Buyers have been quick to realize that where certain one or two lines have been offered at less than prices that prevailed last season, the prices have been based on inferior quality and it is well known that only a few small orders have resulted for these so-called low-priced hats.

Buyers have evidently adopted the merchandising policy of maintaining standards of quality and there is no possible reduction for the coming season for grades of hats that are at all standard in either felt or straw.

It is necessary to appreciate fully that the conditions which have resulted in price recessions in so many other lines have not materialized in the men's hat trade and that it is impossible to expect them to influence the men's hat trade for next season.

The Government has no stock of fur to place upon the market. Supplies that will come in are not of domestic production. They must be imported from abroad, gathered in all parts of the world from fur bearing animals which are wild — shipped, cured and treated, cut and seasoned, operations which will require months before available for manufacturing into fur felt hats.

The Fur Market From the Hat Manufacturer's Viewpoint

True, these furs are quoted at heavy reductions in price for poorer grades and at reduced prices not nearly so great for the better grades, but manufacturers are not buying this fur even at current prices for two reasons: first, because of the stocks which the manufacturers already possess, sufficient almost to carry them through the next season; and second, because of the uncertainty whether prices have yet reached their lowest level. Of course there is strong likelihood that sharp advances in prices will ensue influenced strongly by the heavy purchases that it is expected England, France, Belgium and Italy will make, and yet there always is the possibility of further decreases. The hatters' fur market will have to give further evidence of being stabilized to a degree before American manufacturers will enter market with any large volume of orders.

Moreover hat manufacturers have never even during these war times followed the policy of selling their hats at the current prices of fur, but in figuring their costs have averaged prices of materials, and buying greatly in advance of requirements have always sold their hats in recent years at the prices that represented many dollars per dozen less than warranted by the current prices of the fur at the time the hats were manufactured. In consequence the prices quoted for hatters' fur to-day that will be available for use six months from now are little under the average prices of the same furs which hat manufacturers used last season.

In the meantime the simple fact remains that hat manufacturers will use for the coming season fur which they bought months ago and perhaps a year ago, and that they must all of them sell their product at the price which the cost of that fur demands. Due to the war embargoes and the marine shipping conditions there is little fur in the market for immediate use, and it will be a long time before a normal supply can be obtained.

As an example that general conditions that depress prices cannot be expected to apply indiscriminately to every commodity without exception, it is only necessary to point out that double ring hare's fur has actually increased 10 per cent. during past two months. Of course this is due to the great demand for this fur for the production of velour hats and this development is merely quoted here because its cause is so simple that it can be readily understood. Just as there are special conditions which have advanced the price of hare's fur in the face of world-wide price reductions, so there are special conditions which will maintain last season's prices in men's hats.

Standard Lines Will Keep Quality Up

It is certain that prices of standard lines will not change during the season. Manufacturers who hold the confidence of the trade realize that their quality standards must be upheld and they appreciate the necessity for protecting their trade and maintaining their prices throughout the season.

There are some little savings of 25c a dozen here or 50c a dozen somewhere else which, however, are offset by a small increased cost in other items so that there is little if any net economy.

Straws Will Go Even Higher

In straw hats similar conditions prevail as in the felt hat manufacturing industry with one very important exception, that while it is likely that for the Spring of 1920 there will be a marked reduction in the price of felt hats, there is just as strong evidence that the price of straw and woven body hats for the season 1920 will be no lower than present prices and may be somewhat higher.

Since the signing of the Armistice in November, the prices of straw braids have steadily advanced and to-day are higher than at any time within the memory of manufacturers in the industry. This is due to a number of reasons, chief among which is the great increase in the cost of labor in Japan and China, where the impetus to the industrial life of those nations has absorbed the cheap coolie labor, formerly employed in the weaving of straw braid and in the weaving of body hats; another important factor being the rate of exchange for silver which enhances to a very considerable degree the cost of imported products from the Orient and South America.

Panama and Body Hats Will Also Cost More

During the period of the war there have been steady increases in the cost of Panama and similar body hats, these increases being absorbed largely by the manufacturers, but the advances have now assumed such proportions that for next season it will be absolutely necessary for the manufacturers to cover them with increased prices of their product. This applies to Toyos, Bangkoks, Balibuntals, and Leghorns as well as to South American Panama hats, and prices are not only high, but the better grades are very scarce and merchandise imported is not at all up to standard grades. Another very important factor that will have to be reckoned with is the reopening of European markets which in recent years have been shut off as a market for woven body hats and which represent an increased demand in prospect that will surely further influence price advances.

The detailed review above of market conditions for the basic materials for both felt, straw and woven body hats, reveals the controlling situation for materials for these products.

Labor a Factor on All Hats

The other important factor applying in equal degree to headwear of both varieties is the cost of labor, a situation which is of such common knowledge that detailed comment on it is unnecessary. The cost of labor is higher to-day than it ever has been and there is no present indication that the scale of wages will be lower, in fact the tendency is altogether the other way, as an example of which may be quoted the strike among the silk mills in Paterson, where a higher rate of wages and fewer hours of labor are demanded, as a result of which a big increase in the cost of hat bands is in prospect. Not only is the cost of labor extremely high, but the efficiency of labor is lower than ever before, so that the increased cost of labor covers not only the advance in the actual price for labor, but the still further advance that is necessary to offset the reduction of the production capacity per man.

CHANGES AT GRAFTON STORE

The Grafton Store at Peterborough is undergoing some important alterations. The changes will greatly facilitate the handling of their customers. Larger alterations are contemplated later in the year.

CREDITS SUSTAIN OUR FOREIGN TRADE

The public hardly realizes the extent to which Canada's export trade is dependent on the providing of credits for other Governments. Since the middle of 1918 credits amounting to $24,000,000 have been advanced to the British Government as follows:—

Imperial Munitions Board, $132,000,000; for the purchase of Canadian grain, $55,000,000; for exports of dairy products, $35,000,000; for the sale of the B.C. salmon pack, $8 000.000; for other exports of food, $10,000,000.

This money came from the Canadian public in the form of loans. Out of their savings over 1,000,000 people in this country bought Dominion bonds, and thus provided the funds out of which these advances were made. This practice must be continued if Canada is to get her share of the export trade. Those who buy War Savings and Thrift Stamps supply money for these credits.

LIEUT. N. C. BILTON DIES OF PNEUMONIA

The late Lieut. Norman Creighton Bilton, who died from pneumonia at Bramshott Hospital, England, recently, while waiting leave to return to Canada, was an Upper Canada College boy and spent two years at Toronto University before entering the firm of Bilton Brothers, Limited, of which he was secretary-treasurer on Jan. 1, 1917, when he resigned to take up military work. Lieut. Bilton passed through the Quebec School of Artillery. He received his commission in April, the same year, and on being attached to the Cobourg Heavy Battery, raised his own draft, which included many school and university companions. Lieut. Bilton went overseas in charge of the draft in June, 1917, and was stationed in England until last June, when the third brigade of heavy artillery was formed. He followed to France, attached to the headquarters staff, and took part in several stiff fights until the armistice was signed, and he returned to England. There, while expecting leave to sail for Canada, he was seized with influenza on Feb. 15 while at Camp Borden, Hants, England, and pneumonia supervening, he died at Bramshott Military Hospital on March 5. Lieut. Bilton is survived by his father, Mr. Thomas Bilton, of Bilton Brothers, Limited, and his sisters, Mrs. Robert S. Coryell, and Mrs. G. Cecil Moore.

Lieut. Bilton was a member of St. George's Society and Zetland Lodge, Masonic Order.

MAIL ORDER HOUSES BUILDING UP INSTALMENT SALES

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of what might properly be charged even taking into consideration the deferred payments and the credit risk. These stores naturally have as their customers the poorer class who are the more easily impressed by the apparent ease of buying under this plan. They could not pay $15 cash for a much coveted chair, and so they will pay twenty-five or fifty cents a week stretching out over a long, weary period until the chair costs them perhaps two or three times that sum.

Naturally, people of standing are not going to buy on any such basis. Yet the instalment method appeals to them as much as to the other class. The mail-order houses were quick to sense the outlet that thus had been neglected. They are bringing about a new deal in instalment selling that is benefiting the entire business of the country. It sells more goods to more people.

The retail stores themselves are having a part in the benefit. The wise retailer these days is finding that he can gain more profit by learning and applying the lessons taught him by his catalogue competitor than by abusing and fearing him.

WHAT IS EXPECTED OF A SALESMAN?

An Address Delivered by E. M. Finn, Manager of the Boys' and Children's Department of the Hub, Chicago.

WHAT I know about salesmanship is entirely through intuition, observation and contact with human nature in my daily pursuits.

Selling is not a question of theories or hard and fast rules, although there are, of course, certain basic principles which must be followed. These, I believe, the most of you know. Courtesy, knowledge of your merchandise, understanding of the store's policy, are all time-worn essentials, but the more subtle elements that result in sales are largely a matter of salesman's judgment, personality and instinct. It is just as easy, and fully as important, to cultivate and develop these factors as the more common elements usually connected with salesmanship.

There are tricks in salesmanship. When I say tricks, I do not mean practices that are unfair to the customer, but rather of a helpful nature in directing the customer to a satisfying conclusion.

Placing the Customer in a Buying Frame of Mind

Foremost is placing the customers in a buying frame of mind, comfortable, at ease and free to think and express their preferences. What the customer intends to pay for the article is not nearly as important as what the customer desires. A customer can often be dissuaded from a set price, but rarely from a set idea in style, color or quality. This is especially true during times like this when the customer has lost all idea of value standards by rapid increase in costs. To get a line on this feature you must quickly study your customers. The class and character of apparel they are wearing is the best guide to customers' wants. Always aim a trifle higher in quality, but never too high at the outset. If you do, you put your customer in an embarrassing position of declaring the article is beyond his means. By easy stages you can lead the customer up to the better merchandise, gradually creating a desire for the finer goods. On the other hand, do not show too cheap a class of merchandise. It is a mild and welcome form of flattery to insinuate that your judgment of the customer is toward better apparel.

Your customer's attire should also be an index to his taste in color, pattern or style preferences. If they desire a radical change in dress, they will soon lead you in the right direction, but, until you get your bearing for an opening, it is quite easy for you to size up whether your customer likes high colors or subdue tones, quiet patterns or loud, extreme or conservative styles. It is well always to show your customer the newest merchandise. It creates an idea of exclusiveness, which appeals to the customer and also adds to the prestige of the store.

By all means see that the customer is comfortably located in a good light, and easy chair (if the customer desires to be seated), where the merchandise is orderly so that it shows to good advantage.

The man in the restaurant who is forced to sit at a table where the remains of the last occupant's meal is still on the table, loses half of his appetite. It is so with a customer who is thrown in the midst of piled up merchandise. Also see that your customer is comfortably removed from other customers, so that he can without embarrassment or hesitancy express his own ideas.

Do not try to dominate the customer's decision. Lead him if you find him subject to being led, but never force an issue. Briefly and convincingly outline the advantage of your goods, whether it be in style, quality, wearing service, becomingness or fit, but always leave ample opening for your customer to talk, for it is what he says which is your most accurate guide to what he wants.

Do Not Show Too Much Merchandise

If you notice your customer is not impressed with what you show him, be quick and ready to show other styles, but do not show too much merchandise if the customer indicates a probability of making a decision from what is already before him. Too much merchandise bewilders him, complicates his decision and disturbs him mentally.

Find your point of contact. If you think the appeal is wearing service, talk on the durability of fabric and workmanship. If he leans toward a style appeal, talk the newness, the smartness or the becoming appearance of the garment. Sometimes you'll find your point of contact entirely outside of the merchandise, his sport, hobby, his occupation, or some other subject of interest to him. Play on it, but never overplay it. Never get your customer too far away from the purpose of his visit nor make it apparent you are trying to get into his good graces by improper means.

Impress your customer that you know what you are talking about. Never show hesitancy in talking about the good points of the merchandise. Know what you are talking about and talk about what you know, in a manner that will gain your customer's confidence. Never make a promise you cannot fulfil. Never recommend a thing you do not believe will please the customer at the time of sale and thereafter. If the customer persists in favoring the thing you think he ought not to have, try to dissuade him tactfully and gently, but not forcibly. Do it in such a manner that if he afterwards regrets his purchase he will remember that you advised him against it.

And by all means show interest. Impress your customer that you are trying to serve him. Do not lose interest no matter how difficult your customer may be; keep him, at least, friendly to the last. If he be difficult for you and the sale appears lost he is going to be just as difficult for the next man and if you leave a good impression he is likely to come back.

The things I have told you may seem elementary. They are the things you know and always have known. But salesmanship is not altogether what we know. It is what we practise. Ofttimes in the routine of the dealings with hard customers one drifts, becomes discouraged, careless or out of sorts and forgets to apply the very things he knows to be intelligent salesmanship. Let each transaction be a separate incident. Never transfer to a new customer your ill humor or disappointment occasioned by an unpleasant deal with the last. As I said at the outset, salesmanship is largely a matter of personality. Keep your personality favorable to the customer and you'll not only make sales, but you'll make friends for repeat sales, building up for yourself a following which your firm is bound to appreciate in a substantial manner.

RETAIL MERCHANTS' LEADER TELLS HOW MERCHANTS MAY HELP THE WAR SAVINGS CAMPAIGN

F. E. Raymond, secretary of the Saskatchewan Retail Merchants' Association, has recently issued a statement setting forth how the retail merchant may assist the War Savings Stamp campaign. Among other things he says:—

"By obtaining from the National War Saving Stamp Committee the W.S.S. and Thrift Stamp signs, and displaying these in their stores together with the slogan, 'Will you take your change in thrift stamps?' retail merchants can encourage to a very large extent the habit of thrift among their customers. When these same customers see in years to come the financial benefit they have derived, they will bless the day they first caught sight of that query displayed in the store at which they have dealt, beside which they will have the satisfaction of knowing that they did their bit.

"What does this thrift campaign mean to the retailers' customers? It means this, that if the customer only takes one dollar in change in thrift stamps each week, in one year he will have $52 to his credit, and in five years $260 in addition to the interest which has accrued therefrom; certainly a very nice little nest egg with which to give his children a good educational foundation, or to start them on their career.

"It is up to every retailer in Western Canada to help push this campaign, and thus assist through the period of reconstruction, which means much to the life as a whole of this great Dominion of ours and to themselves as individuals."

CLOTHING DEMOBILIZED BRITISH SOLDIERS

How the British Government Arranges For Civilian Clothes For Their Soldiers

THE following article will give men's wear merchants an idea of the difference between methods employed in outfitting the returned soldier in England and those in force in Canada. Needless to point out the retailer in Canada has a very much better deal than the retailer in England, in spite of the small sum allowed the Canadian soldier for his re-outfitting.

The new arrangements made between the British Military Authorities and the Department of Wool Textile Production seems to be satisfactory to all concerned.

The original arrangement was that soldiers should be able to go into any store and upon presentation of coupons obtain a standard suit at preferential rates. Under the new arrangement, however, each demobilized soldier will receive a sum of $13 in cash. If he decides to have a suit, he will choose his pattern of cloth, his measurements will be taken, and as soon as possible afterwards a suit will be forwarded to his address. He will be entitled to keep his uniform, but the overcoat will have to be returned, and a payment of $5 will be made to him in exchange for it.

In pre-war days each discharged soldier received a suit of clothes made from cloth which cost 30c to 40c a yard and which, when made, amounted to about $3. The material, naturally, as shown by the price, was of low grade, though of fair durability. In the early stages of the war this kind of material continued to be supplied, but as the cost of production increased the price gradually rose to about $5 per suit, and at the same time the quality deteriorated. Owing to representations made by the Department of Wool and Textile Production, the authorities agreed to provide a better quality for about $10, and since then really good-wearing suits have been supplied to discharged soldiers. Stocks of cloth held by manufacturers were acquired, and arrangements were made for the issue of 650,000 suits manufactured from material averaging $1.58 per yard, which was equal to cloth costing about 75c to 85c cents in pre-war days. The manufacturers acted very generously in this matter, for, having regard for the purpose for which the material was to be used, they sold cloth at $1.22 to $1.46 a yard, which they could doubtless have disposed of later for $2.90 to $3.65 per yard.

The time has come now, says the Yorkshire *Post*, when steps must be taken to cover the requirements of large numbers of men as they are demobilized. This matter was dealt with at a meeting of the manufacturers' specifications committee, when arrangements were made to use at once fair quantities of the material required. As soon as they are ready, samples of material, classified into grays, browns, and blues, will be sent out, and these will be available for inspection by soldiers as they are demobilized either in France or at any of the home stations. The whole of the arrangements for supplying the cloth has been left with the Department of Wool Textile Production, which, in turn, has put them into the hands of representatives of manufacturers, who have agreed to produce the materials on a cost basis. The authorities in London will be responsible for supplying the suits, and they in turn are leaving the arrangements for the making-up with the representatives of wholesale clothiers. In this manner a start is being made to get back to normal conditions in the industry as soon as possible.

In addition to this diversion of material for the purpose of making suits for demobilized soldiers, it is proposed to divert some part of the material intended for military purposes to the making of standard cloth. Owing to increase in wages, however, it will be impossible to purchase the fully manufactured material at the old price of $1.65 per yard and at the same time maintain the former standard of quality. The working of the standard cloth scheme has, therefore, been rendered more difficult. Manufacturers have, however, again expressed their willingness to assist the department, and there is every reason to believe that a fair quality of material will be produced for the making of standard suits for civilian wear.

Another point worthy of mention in connection with the scheme for dealing with demobilized soldiers is that men who do not desire to keep their uniforms on discharge will be able to sell them at stores to be set up in places like Dewsbury. In the event of a large quantity of suits little the worse for wear being returned, they will be redyed and used for clothing needy people in Allied countries.

Uniforms too far worn to be used in this way will be turned into shoddy.

Current Events in Photograph

PRINCESS PAT BIDS HEROES FAREWELL

The photo shows Princess Pat pinning a laurel wreath to the colors of the Princess Patricia's Canadian Light Infantry, emblematic of victory and of work well done. Of the original Princess Pats' battalion there are only seven survivors left.

THE DAILY PRESS TALKS SHOP

What One Paper Has to Say About Clothing Situation

THE BIG "LITTLE" THINGS

THERE is rejoicing in mercantile and manufacturing quarters over an order for sixty thousand suits of ready-made clothes which are to be made by Canadian clothing houses for the men of Roumania. The order, it is said, will be especially useful to clothing firms that have been engaged in war work, and will enable them for a time to hold their factory organizations together instead of cutting down their staffs.

All this is doubtless true. No one desires slackness in seeking foreign orders during this period of reconstruction, when the greatest need is for the steady employment at remunerative wages and under good conditions of the vast number of workers released from munition factories and from the army. But while foreign trade may be made to play a useful part in the stabilization of industry, it is possible in grasping at it to overlook far more important industrial opportunities at home. Take this very matter of clothing. The clothes-closets of the men of Canada have never been so empty as they are to-day. High prices for all woollen goods and the calls for war time economy have combined to popularize Sir George Foster's idea that a suit of clothes should last about three years. Roumania's sixty thousand suits are but a small thing compared with the two million or more suits that are needed by the men of Canada who have been doing very well during the war in business, and are for the most part able to buy for cash. Then there are over a quarter of a million young Canadians who are discarding the uniform and who between now and August will need new suits of "civies," because the clothes they left behind them are from two to four inches too tight around the chest, while anything that might fit has long ago been sent to the Belgians, the Serbs, or some other object of mother's solicitude.

The Canadian people need houses, and furniture, and clothes, and public services in a greater degree than ever they needed these things before, but there is doubt and hesitation on all hands, and indisposition to engage in new ventures largely because few of the men who have piled up wealth during the years of war on a rising market for commodities are willing to take even a moderate risk of loss by launching out upon what may be a falling market. That is unfair to the men in their factories and warehouses who, because of this indisposition to take any risk, are let out to wait for "settled conditions."

There could be no shorter road to hopelessly unsettled conditions than that followed by large employers of labor who close their factories rather than continue business on profits which show a disposition to vanish as basic raw materials drop. A single unprofitable season would surely not be an excessive price for industry to pay for peaceful reconstruction.

BUSINESS PROSPECTS IN CAPITAL CITY

BUSINESS in men's wear is reported very good. When the Princess Pats disbanded here the other day, some dealers are reported to have reaped quite a harvest. Several dealers here have returned men acting as canvassers among their newly-discharged comrades, and they have brought in a certain amount of business. This, however, is a practice that is not popular with the better class of merchant.

The Charles Ogilvy Company has a very fine Men's Wear Department under the management of A. W. Kritsch, who has been with the firm for fourteen or fifteen years. He reports business as very good, although they do not get as much soldier's business as some others, owing to fact that they do not handle clothing. "The returned man usually makes for a place to get his civilian suit first; and it is a poor clerk who cannot sell him the rest of his clothing outfit," says Mr. Kritsch.

"One of the interesting features of the men's wear trade at present is the fact that English goods are beginning to come back on the market, and they are showing better varieties than formerly. There has been a very noticeable improvement in Canadian made lines during the war. I think it has taught our manufacturers a great deal. They are making lines now which they did not attempt before the war; such, for example, as small jerseys of cashmere or worsted."

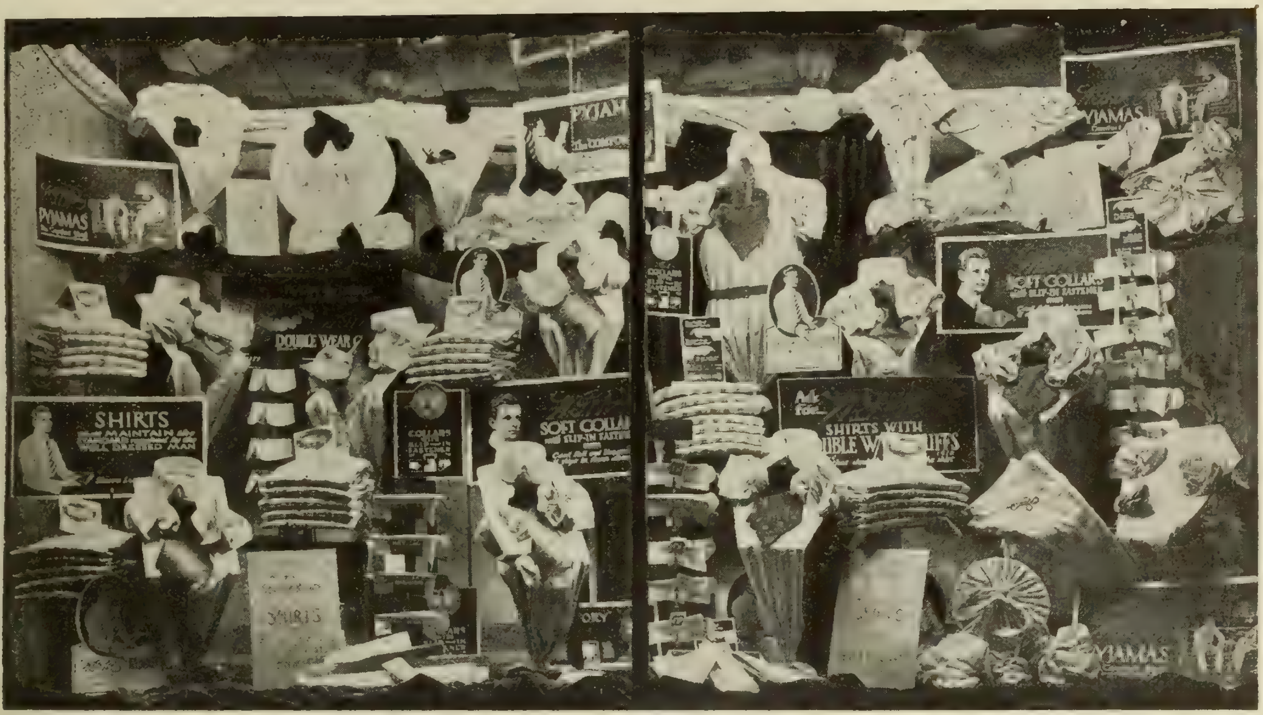
A. J. Freiman is opening up an exclusively boys' department, carrying everything for the boy, from three years old to the era of his first long trousers, in one department. The men's department and clothing departments have also been enlarged, and a new department for men's furnishings is being opened. The boys' and men's departments in the Freiman store are now duplicates one of the other. A whole floor is now being devoted to hosiery, corsets, blouses, and gloves. The millinery department has been enlarged, and the room for much of the improvements has been secured by moving the furniture department upstairs to the top floor which the Munitions Board formerly occupied. Freiman reports business very good.

R. M. McMorran is moving west on Rideau Street into larger quarters.

A. R. Fisher is most enthusiastic about the condition of business and the outlook for the coming year. "I have never seen anything like it," he says. "I think the year 1919 is going to be the biggest year in the history of the men's furnishing business in Canada. After that it may drop off a little, and prices must get down to some extent, although I do not think they will ever get back where they were."

"When the war came on, we found a great deal of our regular trade was likely to drop off with the young fellows who were going away in thousands," said Mr. Fisher. "We set to work to find something to take its place, and we found it among professional men and others who were in a good position to buy good goods. Now we have built up that trade to splendid proportions. At the first of each year, we set ourselves an objective. We have exceeded it every year, and we will go far beyond it this year with added stimulus of the trade from the returned men. It is not at all unusual for us to take in over one thousand dollars a day. On the day the Princess Pats came home, we were closed until one o'clock. The first clerk who came back began to sell as soon as he opened the store; and he alone took in four hundred dollars that afternoon. The returned men have to buy complete outfits and this business will continue for the greater part of this year."

"Prices are high for the very latest models of clothing; but come over here and I will show you all wool Canadian tweeds, of standard cut and splendidly tailored, which we can sell for less than it would cost to make them up to-day. The high prices for clothing are more on the latest models, which the boys see on the movie heroes and feel they must have, than on the standard fashions which are always in good taste."



W. G. HAY - TORONTO

ANOTHER style of window dressing featuring advertised lines. The goods are well displayed and show great care with an artistic idea in arrangement.

This display is just a little bit too crowded, but from the sales point of view should be a good one.

POINTERS ON RETAIL ADVERTISING

Ten Merchants Have Failed Because They Advertised Too Little to Every One That Failed Because He Advertised Too Much.

Do not neglect advertising. It takes time, care and patience, but in the end more than justifies the care that you have given it. It is safe to say that thousands of stores have remained small because they failed to advertise. Advertising is simply a way of telling possible purchasers about the goods you have to offer. Simple words and direct statements should, therefore, be used in preparing your ads. Big words and flowery phraseology will not pull business. The purchasing public does not care how well educated you are. It simply wants to know what you have to sell, the quality of the goods offered and their price.

The Layout

Don't crowd your copy. If an ad. tells of one line of goods only it may catch the eye, but if it is crowded with many ideas the reader is left with no distinct impression, and the chances are it will not be read. It is not the number of articles you advertise that counts, but the numbers of prospective buyers that ad. pulls over to your store. Not that a half or full page should be used up in describing one article. A half page or a page ad. is really a collection of smaller ads., or should be, each telling about one line of goods. Some printers have the idea that to make an ad. original it must have some fancy looking type and an elaborate border. Don't let them get away with it—use simple type—insist upon it. And if you use borders let them be plain. Do not let anything detract from the idea that you have quality goods to sell at the right price.

Care in Selecting Type

Once you select a style of type stick to it. People will soon become acquainted with it and connect it with your particular store, and if the news incorporated in your selling talk is interesting, your ads. will be read. Always use one style of type for your signature or name of store, use it whenever and wherever your name appears. In newspaper advertising it is advisable to keep the same location so that as you get people looking for your offerings they will know just where to find them.

Make Your Ads. Different

Do not try to copy what other people do. Nine times out of ten your own ideas will be better related to what you have to sell. Tell your story just the way you would talk over the counter. Cuts brighten up the matter and make a dull ad. attractive, but remember, a poor cut reflects on your goods and is worse than none. You can get syndicate cuts that answer the purpose very well. If they are not exactly what you want don't let your better judgment be swayed because of the cheapness.

Boil Down Your Copy

Some of the most progressive advertising agencies in the world start out and write an ad. like a small play. The minutest details are outlined, such as position of article, expression on face, complete descriptions and selling arguments. Very often a page ad. in preparation covers three or four closely written sheets of foolscap. This is sent to a visualizer, a high-salaried advertising copy expert. He picks out the main talking points in a few minutes, sends it back to the ad-writing department, and they draw up the copy from this. Again, it is sent back to the visualizer, who sees that correct style of type is used and other technical details. You, of course, are your own critic, but you can adopt the same methods. Write them out fully at first; then say the same thing in half as many words; then come back at it again and cut some more off if you can. The results will surprise you. Now put yourself in the position of the person you are writing to. Have you drawn up a clean, concise ad. that will interest the outsider?

As a general rule it is good policy to state prices. The reader not seeing them jumps to the conclusion that they are high prices. If they are high grade goods place the emphasis on quality, and bring the price in as an incidental.

It pays to be absolutely honest in your advertising. Put your reputation in every statement. You may as a leader occasionally sell goods "below costs," but do not overdo the "below cost" sale. People know you are not in business for your health.

It's not good policy to feature startling headlines such as the "Greatest Sale Ever." Some day you will have a big sale and then it won't draw because you have talked too big before, and the confidence of the public has been strained, if not destroyed.

Keep on Hammering

Don't spend a few dollars on advertising and then cry "quits"—it didn't pay. Keep your advertising ahead of your business, not behind it; make it pull your business along. If it does nothing else it will give people the idea that you are a live, up-to-date merchant, and confidence that you will naturally have the latest styles, the better grade goods, at the right prices. Your advertising is your store news. Make your store known. If there isn't any live news, make some. Feature a new line; cut prices on goods that you want to replace with new stock. Watch for opportunities and news will just naturally turn up.

It invariably takes time for advertising to start pulling and you must keep at it continuously. Advertising does pay, as thousands of merchants will advise you that have become successful and who attribute about 50 per cent. of their success in business to good advertising. The merchant in the smaller town can advertise to greater advantage than his neighbor in a larger town or city. He can use the daily or weekly newspaper to better advantage, as the circulation usually covers only the surrounding territory, whereas in the larger cities the circulation is widely scattered and the merchant has to bear a proportion of this loss, in people reading this that are at too great a distance to become possible customers of his store. The city merchant, if he is in a down-town district, can afford this, as he feels assured that the ordinary reader comes down town two or three times a week and would be a prospect for his store. The merchant on the outskirts, however, has to resort to circulars and billboard advertising in his immediate vicinity.

The value of newspaper advertising for the retail merchant cannot be overestimated. It comes decidedly first; circulars next, followed by billboard space. Pass up programmes and all special stunts; invariably they are only a form of charity that few merchants can afford.

NEW CLOTHING CO.

The White Clothing Manufacturing Co., Ltd., has purchased that fine building, known as the Smallwood Building on Duckworth Street. This building, which was erected for the late Mr. Fred. Smallwood, and used by him as a boot manufacturing headquarters, is only about ten years old. It is built of concrete with brick facings. It contains four stories, with floors 50 feet by 50 feet, and is fitted with a modern heating system, lavatories on each flat, electric elevator, gas and electric lighting and other conveniences.

Everybodys Overalls Co. of London, Ont., are removing from 65 King St. to larger premises, at 387-395 Talbot St., on April 1st.

"I say, old chap, that looks a bit quiet. Haven't you got something with a little more Jazz to it?"

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
MWR
Published MONTHLY
143-153 University Av TORONTO-CAN.

Vol. 9 APRIL, 1919 No. 4

BRIEFS

A business can get along without advertising. A man can get along on one leg. But why make a cripple of your business?

* * *

NO decline in men's clothing for a year, says a local paper. There seems nothing to it but to put another set of patches on the seat of father's pants.

* * *

A TORONTO reporter described Sir John Eaton as being garbed in a very smart waistcoat, and a diamond in his black silk tie. Sounds kind of cool for this time of year.

* * *

FOR the last five or six years jewelry in the men's lines has been very conspicuous by its absence. Now, however, one cannot help but notice the revival of the Waldemar chain, the fancy belt buckle, colored cuff buttons, and neat tie pins cultivated by the up-to-the-minute dresser. With the advent of Spring and Summer, the soft collar will be in greater use and gold or chased safety-pins will be in brisk demand. The jewelry manufacturers claim that the better class jewelry will be more in evidence, as the snappy dresser wants plain, neat designs, and these are generally found in the higher grade lines.

SOFT COLLARS GOING STRONG

MANUFACTURERS and jobbers report larger orders than at any time in the past. It is to be noticed that a great number of the returned officers and soldiers are cultivating the soft collar habit.

Collars to match the shirt in design and material are being featured, but it is generally considered that the white collar stands supreme for the purpose for which it was intended—"a bit of white around a man's neck." The white collar has always been staple, whereas the fancy colors have, as it were, been mere passing fancies.

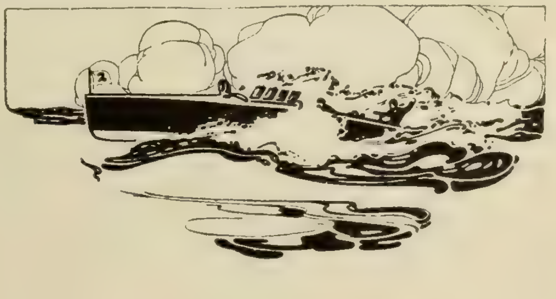
Collar prices are likely to remain stationary for some little time yet, although your correspondent noticed that some retailers were selling the regular advertised quarter collars for twenty cents.

BOOTERIAS—WISTARIAS—CAFETERIAS

YOUR correspondent got a distinct shock to-day when, as he rushed along one of the Vancouver streets, his eyes were caught by a sign which blazed "BOOTERIA." I thought this was going a little too far. We had seen cafeterias—then groceterias, and now if we were to fit our own boots, and worst of all, lace them up ourselves, this was taking all the joy out of life; the only comforting thought that occurred to me was the fact that perhaps now the boot and shoe manufacturers were going back to the old open and above board practice of letting a fellow know just what size of foot he really had. Then I was puzzled to know how they would be able to placate a disillusioned lady customer who had all these years been kidded into thinking she had a number three foot, while she was fitted with a number six shoe. This was serious. I then imagined what the men's wearteria would do now in the way of letting you fit yourself with a ready-made coat, with no one to gather in the slack at the back of of the coat, while you admired the way the front "draped." Why then could they not run a millineria where a lady could fit herself with a hat of her own choosing, whether she "looked just perfectly stunning" in it or not? And for that matter, why not a dentist's office where you wander round among the glittering tool racks and choose a pair of forceps with which to extract your own offending molar? All this and more seethed through my staggered brain as I regarded the legend "Booteria"—but when I went in I found that it was just a name, and you had to guess what size you took—and as I went on my way, I encountered a chocolate shop called "The Wistaria," and I found that here neither could you help yourself to what ever you "wist."—Roy A. Hunter, Vancouver.

JAPAN EXPORTING HATS

JAPAN is selling an increasing number of the cheaper quality of straw hats and woollen caps and bonnets to North America. Her exports of these commodities increased from about 45,000 dozen in 1915 to 91,000 dozen in 1917. American manufacturers are somewhat uneasy about this competition, and want a protective tariff. Japan is also producing pearl buttons at very low cost, it is reported, and selling them in the United States below the cost of production there, although she must pay a 45 per cent. ad valorem duty.



SIMPLE BOOK-KEEPING FOR MERCHANTS

How to Start a Ledger—Double Entry System Enables Perfect Check to be Kept — Explanation of Entries From Journal Into Ledger

By C. J. MORRIS

(Second Article)

IN order to understand the explanation given below of the method of posting the entries in the Journal to the Ledger, it will be necessary for the reader to have before him the Journal for the four days as given in last month's article.

This Journal comprises a record of every transaction in the store which is connected with money. It does not matter whether money is paid out or received at the time or not, the transaction must be entered in this book.

Now it is clear that should we wish at any time to find out how much Mrs. Jones owes us, or how much we owe Anderson & Co., or how much we have paid out for general expenses, we could do so from this book if we took the trouble to go through it and pick out every item having to do with Mrs. Jones or Anderson & Co., but this process would take up far too much time. We therefore make use of another book, called a Ledger, in which we make up, in alphabetical order, accounts for all the persons with whom we do business. In these accounts we enter up each item from the Journal as we go along, so that when we wish to know, for instance, how much Mrs. Jones owes us we simply turn to the account in the Ledger allotted to Mrs. Jones and we there find all transactions we have had with her already entered at the one place, and we can therefore at once tell how much is due from her.

Retain Present Account Systems

It is possible that some readers who may wish to start a system on the lines here described may already have in use one of the various account systems by which customers' accounts are kept. Our system will in no way interfere with any of these account systems, which may be continued simultaneously with, and may be made part of, the one we are discussing.

Whereas the Journal was ruled with a single cash column the Ledger must be ruled with two. In the left hand, or Debtor column, we enter a record of everything the person in whose name the account stands receives from us and is indebted to us for, and in the right hand or Creditor column, we enter a record of whatever we receive and are indebted to him for.

For instance, take Entry No. 1 in the Journal. Mrs. Jones receives some goods from us and is indebted to us for these in the sum of $5 60. We therefore open an account for Mrs. Jones (see p. 5 in our Ledger) and enter Mrs. Jones as Dr. to Goods for that amount. Later on when she pays us $10 (see entry No. 33) she is our creditor for that amount, and we therefore enter on the right hand side of her account, "Creditor By Cash, $10." The letters Dr. and Cr. are placed over

Page 1

MR. BLACK, 90 Upper St.

Dr.					Cr.
Jan. 2	To goods	$ 5.55	Jan. 4	By cash	$10.00
" 4	" "	8.30		By balance	3.85
		$13.85			$13.85

Page 2

MR. BROWN, 135 North St.

Dr.					Cr.
Jan. 1	To goods	$7.20		By goods	$1.40
" 2	" "	1.70		By balance	7.50
		$8.90			$8.90

Page 3

H. T. EDWARDS, 77 Main St.

Dr.					Cr.
Jan. 3	To goods	$7.40	Jan. 4	By cash	$5.00
				By balance	2.40
		$7.40			$7.40

Page 4

MRS. GREEN, 37 King St.

Dr.					Cr.
Jan. 2	To goods	$4.30		By balance	$4.30

Page 5

MRS. JONES, 24 Main St.

Dr.					Cr.
Jan. 1	To goods	$5.60	Jan. 3	By cash on acc.	$10.00
" 1	" "	.75		By balance	5.70
" 2	" "	9.35			
		$15.70			$15.70

Page 6

J. W. ROBINSON, 89 Western Ave.

Dr.					Cr.
Jan. 2	To goods	$9.30	Jan. 2	By cash	$8.00
				By balance	1.30
		$9.30			$9.30

Page 7

MRS. ROBINSON, 41 South St.

Dr.					Cr.
Jan. 1	To goods	$ 8.32	Jan. 4	By cash	$ 8.32
" 4	" "	9.38		By balance	9.38
		$17.70			$17.70

Page 8

E. W. SMITH, 54 High St.

Dr.					Cr.
Jan. 1	To goods	$3.40	Jan. 2	By Cash	$3.40
" 3	" "	3.59		By balance	3.59
		$6.99			$6.99

Page 9

MRS. WHITE, 89 Queen St.

Dr.					Cr.
Jan. 2	To goods	$11.15	Jan. 3	By Cash	$11.00
" 4	" "	17.63		By P. & L. (disc't)	.15
				By balance	17.63
		$28.78			$28.78

Page 50

DAILY CASH SALES ACC.

Dr.					Cr.
Jan. 1	To goods	$ 52.90		By cash	$ 52.90
" 2	" "	73.90		" "	73.90
" 3	" "	64.79		" "	64.79
" 4	" "	83.70		" "	83.70
		$275.29			$275.29

Page 201

ANDERSON & CO.

Dr.					Cr.
Jan. 2	To bank	$56.16	Jan. 1	By goods	$57.90
	" P. & L. (disc't)	1.74		" "	37.10
	" balance	37.10			
		$95.00			$95.00

Page 202

GREEN & SON

Dr.					Cr.
	To balance	$20.65	Jan. 1	By goods	$20.65

Page 203

HOLDEN BROS., LTD.

Dr.					Cr.
Jan. 4	To bank	$50.00	Jan. 2	By goods	$74.00
	To balance	24.00			
		$74.00			$74.00

Page 204

UNIVERSAL SUPPLY CO.

Dr.					Cr.
	To balance	$22.30	Jan. 3	By goods	$22.30

Page 301

BANK ACCOUNT

Dr.					Cr.
	To balance	$200.00			
Jan. 2	To cash	52.90	Jan. 2	By Anderson & Co.	$ 56.16
" 3	" "	85.30	" 3	By cash	50.00
" 4	" "	85.79		By self drawing acc.	25.00
				By Holden Bros.	50.00
				By balance	242.83
		$423.99			$423.99

Page 302

CASH ACCOUNT

Dr.					Cr.
	To balance on hand	$100.00			
Jan. 1	To daily cash sales	52.90	Jan. 1	By sundry trade ex's.	$ 2.75
	" J. W. Robinson	8.00		By sundry trade ex's.	7.50
	" E. W. Smith	3.40		By petty cash	5.00
	" Daily cash sales	73.90		By sundry trade ex's.	1.50
	" Bank	50.00	" 2	By bank	52.90
	" Mrs. Jones	10.00	" 2	Sundry trade ex's.	3.80
	" Mrs. White	11.00		By P. & L. (short. in till)	.35
	" Daily cash sales	64.79	" 3	By bank	85.30
	" P.&L. (over in till)	.35	" 4	By bank	85.79
" 4	" Mrs. Black	10.00		By balance	236.47
" 4	" H. T. Edwards	5.00			
	" Mrs. Robinson	8.32			
	" Daily cash sales	83.70			
		$481.36			$481.36

Page 304

GOODS ACCOUNT

Dr.					Cr.
	To balance on hand	$2,000.00			
Jan. 1	To Anderson & Co.	57.90	Jan. 1	By Mrs. Jones	$ 5.60
" 1	" Green & Son	20.65		" E. W. Smith	3.40
" 2	" Mrs. Brown	1.40		" Mrs. Brown	7.20
" 2	" Holden Bros. Ltd.	74.00		" Mrs. Robinson	8.32
" 3	" Anderson & Co.	37,10		" Mrs. Jones	.75
" 3	" Universal S'ply Co.	22.30	" 1	" daily cash sales	52.90
			" 2	" J. W. Robinson	9.30
			" 2	" Mrs. Brown	1.70
			" 2	" Mrs. Jones	9.35
			" 2	" Mrs. Green	4.30
			" 2	" Mrs. White	11.15
			" 2	" Mrs. Black	5.55
			" 2	" daily cash sales	73.90
			" 3	" E. W. Smith	3.59
			" 3	" H. T. Edwards	7.40
			" 3	" daily cash sales	64.79
			" 4	" Mrs. Black	8.30
				" Mrs. White	17.63
				" Mrs. Robinson	9.38
				" daily cash sales	83.70
				" balance	1,825.14
		$2.213.35			$2,213.35

the left and right hand columns respectively to signify Debtor and Creditor.

Double Entry System

This system, as it has been so far explained, would enable us to find out at any time how we stood with our customers and our creditors, but it would not enable us to check up our books so that we could be absolutely certain that all our entries had been correctly made and that no omission or mistake had occurred. To enable us so to check up our accounts a system called **Double Entry** has been devised by which every item is entered twice. If Mrs. Jones receives goods from us our stock of goods is decreased to an amount equivalent to their value; if she pays us cash our stock of cash is increased by the sum she pays. We therefore open various impersonal accounts, such as Goods Account, Cash Account, etc., and when Mrs. Jones receives goods from us we not only debit her with the goods but we make a corresponding entry on the opposite side in the Goods Account, and Credit Goods by Mrs. Jones with the same amount. Similarly when Mrs. Jones pays us money we not only credit her with the amount but we debit our Cash Account with a like sum. It will perhaps be easier to understand this method if we regard Goods and Cash as actual persons. Mr. Goods supplies merchandise to Mrs. Jones for which the latter is a Debtor and Mr. Goods is a Creditor. Then Mrs. Jones hands Mr. Cash some money, in which case Mrs. Jones is the creditor and Mr. Cash is indebted to her. Thus every item in the Journal will be entered twice—once on the debit side and once on the credit side. This being the case, it is clear that when we come to balance the various accounts the total of the various debit balances must agree with the total of the various credit balances. If these balances do not agree we know there must be something wrong with our bookkeeping and that an error has crept in somewhere, in which case we have to check over each separate entry until we find the mistake.

How to Start Ledger

We have already dealt fully with item No. 1 and we now take item No.2—Goods received from Anderson & Co.

Parenthetically it may here be mentioned that as a rule a merchant will prefer to have two Ledgers—one for goods bought and another for goods sold; for a business of any size this is preferable But on the assumption that ours is only a small business we are only using one Ledger, in which pages 1 to 200 are allotted to our customers, pages 201 to 300 to the merchants from whom we buy, and 301 onwards to the impersonal accounts above referred to.

We now open an account for Anderson & Co. on page 201 and credit them "by Goods" with $57.90, and we turn to the Goods account, already opened on page 304, when we were dealing with Mrs. Jones' item, and enter therein on the Dr. side, "To Anderson & Co." $57.90.

Item No. 3 is freight paid on Ander-

Page 305

PRIVATE DRAWING ACC.

Dr.					Cr.
Jan. 3	To bank	$25.00		Balance	$25.00

Page 306

PROFIT AND LOSS ACC.

Dr.					Cr.
Jan. 2	To cash (short. in till)	$ .35	Jan. 2	By Anderson & Co.	$1.74
	" Mrs. White	.15		" over in till	.35
	" balance	1.59			
		$2.09			$2.09

Page 307

SUNDRY TRADE EXPENSES

Dr.					Cr.
Jan. 1	To cash for freight (Anderson)	$ 2.75			
	" cash for telephone	7.50			
" 1	" cash for petty cash	5.00			
	" cash for price cards	1.50			
" 2	" cash for string, etc.	3.80		By balance	$20.55
		$20.55			$20.55

Page 308

CAPITAL ACCOUNT

Dr.					Cr.
				By fixtures, etc.	$ 500.00
				" cash on hand	100.00
				" cash at bank	200.00
	To balance	$2,800.00		" stock	2,000.00
		$2,800.00			$2,800.00

son's goods. This, strictly speaking, is part of the cost of the goods and in a large business would be so treated, but for convenience and simplicity's sake we will treat it as a Trade Expense. We therefore open a Sundry Trade Expenses account on p. 307 and enter the amount Dr. to Cash, while we credit the Cash account which we now open on p. 302 with the equivalent amount.

Item No. 4 for Telephone is also a Sundry Trade Expense and is treated in precisely the same manner as Item No. 3.

Petty Cash.

Nos. 5, 6 and 7 call for no comment. No. 8 shows the method of taking out a lump sum for small expenses which will be entered in the small memorandum book for petty cash, instead of making a separate entry in the Cash account and Sundry Trade Expenses account for every few cents we may be called on to expend. This $5 is treated as a single Sundry Trade Expense and entered as were items 3 and 4.

At the end of the day we total up our cash sales and enter the amount in the Journal.

Here it must be observed that for bookkeeping purposes there are two transactions. First the sale of the goods and secondly the receipt of cash, and if we treat each transaction as we do the sales to credit customers we shall require two entries for each. We therefore open a Cash Sales account; from this we have received $52.90 which has been added to our cash and we therefore debit the Cash account with that sum, at the same time crediting Mr. Cash Sales with a like amount. That settles the Cash part of the transaction. Now for the Goods part. Mr. Goods has handed over to Mr. Cash Sales goods to the value of $52.90, and he is therefore credited with their value, while a similar sum is debited to Mr. Cash Sales. This item of $52.90 is thus entered four times.

Pay Daily Receipts into Bank

With reference to item No. 13, too great emphasis cannot be laid upon the desirability of paying into the bank each day the total cash takings of every kind of the previous day, without any deduction whatever. You need not necessarily pay in the actual cash. If you happen to have expended part or all of it draw a cheque for the amount you have spent and pay that in as cash. If it is not convenient to make a journey to the bank every day make out a separate slip for each day and pay them all in when you do go. This daily amount must include not only the amount taken for cash sales, but also any cheques or cash received from your credit customers.

In this way you will have an incontrovertible record of your takings which will be invaluable to you if at any time you should wish to dispose of your business.

We now open a Bank account, which will be a check on our pass book, and enter therein $52.90 on the Dr. side "To Cash," at the same time we credit the Cash account with an equivalent amount taken from it.

Our next customer is J. W. Robinson, who orders some goods to be sent and leaves us $8 to be placed to his credit. We therefore open an account for him on page 6, debit him with $9 30, value of goods, and credit him with $8, cash paid. Remember that each of these items has to have a corresponding entry elsewhere; thus we credit Goods account with $9.30 and debit Cash account with $8.

Returned Goods

Entry No. 16 shows that some goods sent in error to Mrs. Brown have been returned, and in their place we send other goods to the value of $1.70, those returned being valued at $1.40. We therefore turn up Mrs. Brown's account on page 2, credit her with $1.40 for goods returned and debit her with $1.70, goods sent. At the same time we debit Goods account with the $1.40 for goods retaken into stock and credit it with the $1.70 for fresh goods supplied.

Discounts

In entry No. 24 we have the item of discounts. To deal with this and with sundry unavoidable losses or incidental gains, we open a Profit and Loss account on page 306. We then debit Anderson's on page 201 with the amount of our cheque and also make them debtor to Profit and Loss for the amount of discount; at the same time we credit the bank account with the amount of the cheque and Profit and Loss account with the $1.74.

On balancing up our cash for the day we find we are 35c short which we cannot account for. We therefore credit Cash with this amount by profit and loss and debit Profit and Loss with the same amount.

Entry 28. Here it will be seen we pay into bank the full amount of cash takings together with the amounts received from J. W. Robinson and E. W. Smith.

Entry 29. Requiring more money for change, we draw $50, crediting Bank account and debiting Cash account.

Entry 30. The correct method here would be for the proprietor to pay himself a salary, which would be one of the legitimate expenses of the business. However, we will for the present open a Drawing account on page 305 and will deal with the matter when we come to make up a Profit and Loss account.

Entry 35. Here it is we who allow the discount, and the entries in Profit and Loss and Cash are therefore now on the contrary sides to those on which they were entered in dealing with entry 24. Entry 39. The cause of our deficit of 35c yesterday has been discovered and entries are made similar to those of yesterday but on opposite sides of the Ledger accounts. The remaining entries are similar to those which have already been dealt with.

In the next article we shall show how to balance the Ledger and prove that all entries have been accurately made.

(To be continued)

◆

OATS THE LARGEST GRAIN CROP

The largest grain crop in bushels grown in Canada last year was oats, of which the total crop was 456,733,900 bushels, harvested from 14,790,336 acres, as shown by the preliminary estimate of the Dominion Statistics Bureau.

20 CENT BRAND REGD
TAILORED BY Lowndes TORONTO

Look Before You Buy

Make **20th Century Brand** the standard, and see if you can equal these clothes in style, quality or value. Certainly not the cheapest, but absolutely the best and most for your money.

We are exclusive agents.

May & Gebbie
[illegible]

A Good Fighter is a Good Dresser

We bought Spring Suits on this assumption and the way the boys with the bronze button have been leading each other to our store, is proving our judgment.
Their demand for the utmost in style and quality is fully met by the clothes of distinctive class, which we are offering this spring; and the moderate price convinces them that they are being dealt with fairly and with the consideration which they deserve. Our enormous stock permits of the gratification of any taste in style and pattern Prices **$20.00 to $45.00**

(All Marked in Plain Figures)

So Much Depends on the Hat

It should be a good one and possess that smartness in style which gives the finishing touch to the well dressed man. A complete range of styles and shades. Prices **$3.00 to $7.50**

New Spring Shirts Are Great

The kind of shirts that give a man that chesty feeling. Our patterns and fabrics this spring will delight you. Prices **$1.50 to $8 00**

Medium Weight Underwear--Just Right

Our line covers everything, and the prices are moderate. Two-piece and combinations. Per Suit, Prices .... **$1.50 to $7.00**

McLEAN & GARLAND, LTD.
Head-to-Toe Outfitters
CITY HALL SQUARE, Corner Main and Market

Civilian Attire *for* Captains *of* Industry

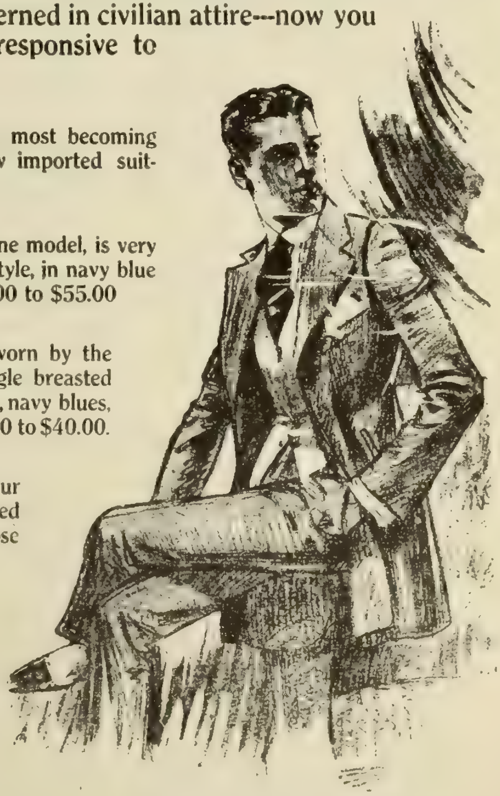
You may have just stepped out of military attire. Your title may have been colonel, or lieutenant. But now, all men are concerned in civilian attire---now you want to be a captain of industry. Our apparel is readily responsive to that role. The spring styles are in---now.

The "Belmont" Model as illustrated above is one of the most becoming styles, and shown in all the new imported suitings, also guaranteed navy blue serges: Prices $22.50 to $45.00.

The "Ace" Model is as illustrated above and being a waist line model, is very much in demand. We are featuring this style, in navy blue serges, English cheviots and worsteds, and fine Scotch tweeds. Prices $25.00 to $55.00

The "Master" Model is a standard model and very much worn by the smart business man. Regular single breasted style and slightly fitting back. We offer these suits in fine, dark, plain greys, navy blues, small check worsteds, and many fancy weaves of greys and browns. Prices $18.50 to $40.00.

The "Budd" Model the snappy young man's suit, and our stocks are just full of specially tailored lines that comprise the finest of imported suits. Numerous patterns to choose from, also rich navy blues. Prices $20.00 to $35.00.



The Store with a Conscience

Begg & Company
WHEN IN DOUBT BUY OF
Quality First Clothes

38 to 44 James St. North

MARKET REPORTS

UNDERWEAR

Retailers Well Stocked, But Jobbers Are Optimistic And Claim Larger Orders Than Ever

Most of the jobbers report sales satisfactory, with larger orders accumulating. Sorting business is expected to be large on account of uncertainty of prices earlier in season. Some of the largest mills are working to capacity and can only promise deliveries to merchants that have placed their orders in good time. Some of the mills guarantee to ship goods at prevailing prices at date of shipment. This, of course, works both ways, but the retail merchant is protected in case the prices come down to any extent. This is almost impossible owing to shortage of better grade raw materials.

Advisable to Buy

There seems little reason to hold back orders, as some of the merchants are doing. They will experience difficulty in securing their supply later on. Spring underwear has been well delivered, and early orders are nearly all in retailers' hands. Sorting business will be in full swing the end of this month and quotations are 10% higher than those of last season.

Some new styles in better grade are being shown and the United States manufacturers intend going after the sorting business strong, with the anticipation of the extra 7½ per cent. duty being taken off before deliveries have to be made.

SHIRTS AND COLLARS

Trade in Shirts Has Been Above the Average—Neat Patterns Best Sellers

There seems to be a tendency to get away from the loud patterns in shirts, the jobbers report increasing demand for the less gaudy colors and big demand for light blues and other styles with fine hair lines. About 65% orders call for soft cuffs. There has been a big sorting order business done on the soft and boiled styles of evening dress shirts, due, no doubt, to the activities along social lines made possible since the signing of the armistice.

In talking to a retailer recently he said that he would buy more bright goods if he could get them in neater patterns, but finds it very difficult to get the combination of the two in a good grade of shirt. Another retailer expressed the opinion that the silk shirt was gaining in popularity right along and that he was looking forward to a big trade in these lines for spring and summer. Still another retailer interviewed reports shirt trade excellent, finds nice neat patterns sell the best, but always keeps a stock of the less conservative styles for the younger student trade. These latter he does not buy in the larger sizes as his older customers prefer the quieter lines. It is to be noticed that the departmental stores are running sales of the more extravagant grades and styles of colors that were selling for the last eighteen months.

On the other side of the border shirts in all one color of the paler shades of blue, green, pink, lavender, are due for quite a run. Usually these have collars to match.

These styles are now being shown here and are taking very well with the trade.

WOOLLEN GOODS

Buyer Just Arrived From England States That British Manufacturers are Refusing 75% of Orders.

Mr. Jagger, the English buyer for the House of Hobberlin, stated woolen goods would remain high for some time. Yet in view of the amount of clothing that goes to make up the returned man's outfit, suit, overcoat, cap, shirt, etc., all these goods have to be manufactured with cloth for something like six million soldiers. This is going to take a great deal of machinery which has been used for military clothing contracts, and it is taking longer than at first anticipated to get these plants back on regular lines again. Couple these facts together with the report that practically all neutral countries are without wool, and you can readily see that wool will be high for some time to come.

The allied nations, with the exception of England, United States and Australia, are also without wool. The United States report a surplus, but owing to the high duty it is almost prohibitive to import raw wool from that country.

Mr. Jagger stated that they were able from time to time to buy some cloth from the manufacturers, for cash, but that the majority were refusing any kind of order, stating that it would be impossible to deliver any goods before the end of the year.

GLOVES

It is becoming increasingly difficult to secure the right kind of leathers for better quality gloves and a number of wholesalers predict that, unless the situation changes for the better within the next month or so, fabric gloves will be the only kind that they will have to offer the retailers. The sheepskin markets have been very much upset and it is a great deal more difficult to get good hides now than at any time during the war.

CLOTHING

Goods from England are coming in slowly. Orders placed two years ago are now being delivered in some instances. A remarkable fact is that these goods are invoiced at the prices prevailing two years ago at the time order was accepted. This is another instance of British fair play and the way they do business in the British Isles, these prices meaning a saving of nearly 45 per cent. over those ruling to-day.

COTTON GOODS

The market is uncertain, with slight downward tendency. It has come to our notice that some bank managers have advised their clients manufacturing such lines as overalls to suspend operations until the market becomes settled. This policy is not justified, for if every manufacturer was to adopt it the price on the finished article, due to shortage, would have an inflated value; the factories closing would disrupt the labor situation and undo much good work that is being carried on by the Government through the repatriation committees. The manufacturer would undoubtedly lose a valuable retail connection and only a very large advertising scheme would bring his lines back to their former popularity.

The bank manager's advice may be good policy in safeguarding an overdraft, but from the manufacturer's standpoint it would be poor business policy to adopt it.

Mr. Andrew Newlands, for more than 20 years head of Newlands Limited, Galt, Ont., passed away on March 10th, after an attack of influenza followed by pneumonia.

NECKWEAR

Some new designs being shown by Tooke Bros.

THE ORIGIN OF THE COLLAR

On a hot, hot day in July or August, when your spic and span collar wilts the minute it touches your neck, remember, oh long-suffering male, that you have no one to blame but a retired Methodist minister, for it was he who originated the collar manufacturing industry. According to the "American Exporter" the Rev. Ebenezer Brown, in 1829, opened a dry goods store in Troy and made the collar business an important feature of his small establishment.

Mrs. Brown and a daughter made the collars, which were of the stand-up kind, with strings by which they were fastened around the neck, and the proprietor peddled them about. Brown's success soon attracted others in the haberdashery business, and in 1834 a shirt-bosom and collar factory was started in Troy. But it was not until 1851 that anyone thought the collar could be made by machinery, all of the work, cutting, turning, stitching and buttonholding, having been done by hand before that time.

The introduction of the sewing machine gave the industry a great boom. Nathaniel Wheeler, of the Wheeler & Wilson Co., went to Troy, in 1851, to introduce his machines, but the collar and shirt makers laughed at him when he declared that his invention would enable them to produce as good collars at a lower cost than any human being could sew them. However, one manufacturer, Jefferson Gardner, took the machines into his factory, and so immediate was his success that within 12 months all the other factories of the city were supplied with similar machines.

The next invention which gave the collar industry a sudden and amazing growth was the buttonhole sewing machine, introduced in 1875. Since then many inventions and improvements have added to the growth of the industry, and since men are not so changeable as women when it comes to a question of style, the collar industry bids fair to increase proportionately with each year of its long life.

IRONS—EGGS KLEPTOMANIA

The Calgary Branch of the Retail Merchants' Association has done the right thing in deciding to put a "scotch" on the practice, which appears to be growing apace, of individuals taking a sudden fancy to various articles in the stores when they get within reach of them and not having them added to their receipts or monthly accounts. It is stated in some quarters that the retail merchants are robbed of no less than $50,000 worth of goods annually by these "light-fingered gentry," as well as by women and juveniles. Three large beefsteaks were hustled into the spacious shopping bag of one lady who was going the rounds of the stores the other day, and the merchant would have been minus the price in his cash register at the end of the day had she not been caught red-handed. In another case the trail of some eggs smashed by a "stray" electric iron dropped into their midst laid a clue to another theft; whilst in a third case a ten-cent package of cheese found its way into a gentleman's pocket until the merchant came to make up the bill and asked him whether he should add the cheese to it or send him in another account. The quicker this disease of kleptomania or whatever else it may be termed is cured, the better, not only for the merchant, but for the moral uplift of the guilty parties, and we are gratified to see that R.M.A. at Calgary has taken a firm stand on the question and intend for the good of those concerned to carry out the spirit of the well-known quotation:—

> Him that takes what isn't his'n,
> When he's cotched he goes to pris'n.

C. W. Insater has lately taken over the business of I. Williams in the Campbell Block, Niagara-on-the-Lake, and will carry on an up-to-date men's furnishing and boot and shoe store at this address.

William N. Morley, merchant tailor, of Chatham, passed away on March 10th. Mr. Morley will be greatly missed by a large circle of friends and business connections.

COLLARS & SHIRTS

MANUFACTURERS OF SHIRTS SEE PROSPECTS FOR EXPORT

Trade With Europe and New Zealand to be Developed

SHIRT manufacturers are likely to participate in considerable business for export account, which will tide them over the period of temporary uncertainty and will ensure continuous operation at practically full speed until domestic business demands a larger share of attention. While there is, perhaps, most attention being paid to the European markets in connection with reconstruction, Canadian manufacturers are looking for business in other directions as well. Mr. Samuel J. Williams of Williams, Greene & Rome of Kitchener, told the "Globe" last week of preparations for securing foreign orders. Whereas it was very difficult to compete with Great Britain before the war, conditions are much changed now. Wages in this line of manufacture have increased more than 100 per cent. in England, as compared with the pre-war scale.

While his own firm will not participate in the European business, Mr. Williams considers it possible that trade may be transacted with New Zealand in high-class shirts. It has been found that business may be conducted more successfully with that country than with Australia. Canada enjoys a preferential tariff with New Zealand, and in addition there is the consideration that Australia has developed her garment-making industries considerably, both before and during the war, while New Zealand is almost altogether dependent on outside sources of supply. The drawback hitherto experienced with Australia was that its winter coincides with the Canadian summer and vice versa. This makes it difficult to turn out seasonable patterns unless such can be made immediately after Canadian trade needs for the particular season are met. Changes in fashion do not make feasible the holding over of patterns from one season to another.

Aggressive Action in Europe

Cottondale trousers and working shirts will be the principal kinds of articles that the cotton garment manufacturers of Canada can supply Europe. Durability and cheapness will be two of the requisites in connection with the business that is expected to be secured in Europe by Mr. Levine of Montreal, Vice-President of the Canadian Garment Makers' Association, who has left recently for Europe.

Current business is described as larger than it has ever been, but orders for fall trade are rather quiet at present. Conditions in this regard are due to mend soon, and the orders for immediate delivery are looked upon as more desirable than business that will not actually mature for several months yet. Autumn business will come along in due course, in Mr. Williams' opinion.

The situation as regards raw materials is much easier now than it was a few months ago. Materials are now procurable in quantity, whereas there was considerable difficulty experienced in getting adequate supplies before the first armistice terms were signed in November. Prices on cotton have not shown signs of further weakening, owing to the fact that such great consuming countries as France, Belgium and Germany are now in need of raw material. Cotton will also be in great demand to replace wool stocks, which may not be available at consuming centres in time to meet pressing needs. Less wool will be used in union fabrics, and larger quantities of cotton will be used accordingly.

BAD CHECK IS GIVEN MERCHANT

Claiming that he had been suddenly called to attend the marriage of his brother in Toronto, an affable, six-foot stranger, accompanied by a woman, evidently his wife, walked into a Richmond Street store just shortly before closing time one afternoon recently, and for a suit and gabardine raincoat he purchased tendered apologetically a check on the Imperial Bank for $78. Yesterday the check was found to be worthless, neither the bank nor the International Harvester Company, for whom the man claimed to be working, knew anything of James Hunter, the signature attached to the scrap of paper.

The pair entered the store just as preparations were being made to close for the day. The man, whose description is that of a man between 35 and 40 years of age, clean shaven, six feet tall or over, and weighing close to two hundred pounds, was well dressed. The woman accomplice appeared to be about 35 years old, with reddish, curly hair.

Worked Game Well

During the transaction and while the clothes were being picked out, the woman took on an unmistakable protecting wifely air, the conversation, naive and unaffected and unhurried, made an excellent background to the negotiations regarding the check.

"I'm afraid I'll have to give you a check," apologized the man. "I know it's rather unusual, but I have an identification card from this aeroplane works of ——. I was working for them during the war and have just gone back to my old job with the International Harvester Company. They are closed up, unfortunately, or you might phone up the office and they would identify me."

The man produced the identification card with his picture attached, and although the store manager was not enthusiastic about the transaction, everything appeared all right, even to the fact that the bank chosen was the nearest to the International Harvester Company, and it might easily be presumed that the company did business with this particular bank.

No Funds

As plausible as the stranger undoubtedly was, there was the slightest suspicion that things were not all right, and an early call at the bank this morning to cash the check verified the suspicion in total repudiation of any knowledge of any James Hunter or any existing account to his credit. The International Harvester Company had never heard of the stranger either.

Two weeks ago a Dundas Street firm was the victim of a forged check by a returned soldier, who presented a check in payment for clothing purporting to be signed by an army captain. The check was for $25, and though the matter was reported to the police the merchant refused to lay any charge whatever.

George H. Riddie has opened a men's wear store at 972 College St., Toronto. Mr. Riddie is making a specialty of better grade goods.

COLLECT NEARLY $60,000,000 FROM WAR PROFITS TAX

Returns Will Exceed Estimate Made to Parliament as to Amounts Expected to be Realized.

AN official statement from the Department of Finance gives the following information respecting the administration of the Business Profits War Tax and of the Income War Tax Act of 1917. The returns from both these measures will exceed the estimates made to Parliament as to the amounts expected to be realized.

Under the Business Profits War Tax Act assessments have been made aggregating sixty-five million dollars, of which about fifty-nine million has been collected. The balance probably will be received within the next two months.

The returns to date from the Income War Tax Act of 1917, which applies only to incomes in excess of three thousand dollars in the case of married persons and two thousand in the case of unmarried persons, show that about thirty thousand assessments have been made, of which nineteen thousand are paid. The total amount of assessments made by the Department and approved to date aggregates five and a half million dollars. Three and a half million have been collected. The difference is represented mainly by assessments made last month. In connection with the income tax it is to be pointed out that firms and corporations subject to the Business Profits War Tax Act are not liable to income taxation provided that taxation under the Business Profits Act is equal or greater. The result is that a large portion of income taxation which would be otherwise collected is not assessable because of assessment under the Business Profits War Tax Act. If the Business Profits War Tax Act had not been in effect the collections under the Income War Tax Act would have been increased for the present year by eight million dollars. The assessments still to be made under the Income War Tax Act for the current year are estimated at about four million dollars. These figures indicate that the annual return from the income tax would be about eighteen million dollars. Branch offices for the administration of the income tax have been established at thirty of the chief centres of Canada. Great difficulty has been experienced in obtaining returns in various parts of the country, and recently a conference was held in Ottawa for the purpose of discussing effectual means of dealing with delinquents.

NEW YORK STORE DELIVERS GOODS BY AIRPLANE

Starts New Era for Shipping

THE first practical application of airplane delivery of merchandise in bulk by any retail store to a customer was made March 12th by Lord & Taylor, New York. A load of furniture enough to furnish a three-roomed flat was carried in a Curtis J.N. 4 airplane from one of the store's sub-stations on Long Island to a customer in Mt. Vernon, a landing being made at the local Golf Club. The trip of 22 miles was made in twenty minutes and the merchandise carried weighed about six or seven hundred pounds.

The flight was conducted as an experiment by the Curtiss Engineering Corporation, with the co-operation of Lord & Taylor. Its object was to demonstrate the feasibility of this mode of transportation of merchandise for commercial purposes. The Curtiss company is working on plans for the development of a plane that shall be feasible for this purpose.

On several occasions retailers have used airplane delivery of letters and small parcels for the publicity derived from the feat, but this, so far as known, is the first attempt to deliver a large order of merchandise via the air route. R. H. Macy & Co. on two occasions within the past two years arranged to have orders for merchandise delivered to them by airplanes, making experimental flights from Chicago to New York—the first when Ruth Law made her sensational flight across half a continent, and the second when airplane mail service was inaugurated by the Post Office Department.

Alfred Frantl, resident buyer, New York, experimented several times with airplane delivery of small lots of merchandise from New York to cities as far west as Sioux City, and further, but these experiments were rather unsuccessful.

Recently Selfridge & Co. and Harrod's, London's leading departmental stores, announced that they were prepared to inaugurate regular airplane transportation service for store executives and merchandise between London and the continent.

Merchants of New York were greatly interested in the Lord & Taylor airplane delivery, although they did not believe that the present status of the airplane was such that it could be used advantageously as a regular thing. It was said that, of course, it was impossible for an airplane to go from house to house delivering merchandise the way a delivery vehicle can. It is not believed that the system will be kept up regularly by Lord & Taylor.

The possibilities for development were great, said one man, who pointed to the way the automobile had gone ahead in the last fifteen years. One of the drawbacks of airplane delivery service, he pointed out, was that an open space would have to be provided for the starting and the landing of the airplane.

The question of packing is also very important in airplane shipment. Weather conditions and the high speed at which the machine travels makes it imperative to pack the goods very securely for safety.

NOTES OF THE TRADE

STOLE FROM TAILOR

On a charge of stealing 35 suit lengths valued at $650 from Quinn's tailoring shop, 361 Yonge St., Toronto, Harry Solomon and Jack Irenberg were convicted and sent down for sentence.

BUSINESS BLOCK DESTROYED

Fire gutted a complete business block at Shawinigan Falls on February 25th. Ten stores were wiped out, amongst them being Wm. Abonds, clothing and men's furnishings store. We have not the facts as to Mr. Abonds' estimate of loss.

R. M. McMORRAN OPENS A NEW MEN'S WEAR STORE

It is a long time ago since Mr. R. M. McMorran opened his doors to the men of Ottawa, but ever since that day his name has stood high in the city for real values and a price that was fair to all. The store situated at 187 Rideau Street, has long been too small for his growing and prosperous turnover, so he has made arrangements to move to 165 Rideau St., to bigger, better, and more up-to-date premises. The new location is expected to be ready for moving into on or about March 25.

PREMIER HAT SHOPS LTD., OTTAWA

The Premier Hat Shops Ltd. have opened a new store in the Russell House Block, Sparks Street, Ottawa. For a long time their Bank Street store has done a steadily growing business and the firm have decided to launch out in an attempt to win trade from the other end of the city.

The store is newly decorated throughout, has a very handsome new front, fixtures of the latest pattern and will carry the finest stock of hats and caps the firm can purchase.

J. J. FOLLETT DIES FROM PNEUMONIA

One of Toronto's oldest and most respected merchants, carrying on business on Yonge St., passed away on March 18th after a brief illness of pneumonia.

Mr. Follett came here from England as a young man, and had conducted a merchant tailoring business on Yonge Street for thirty-seven years. He was an authority on the business development of that street, having seen its many large establishments grow from the smallest beginnings. A wide circle of friends and business associates held him in highest esteem.

Mr. Follett was not active in club or lodge life, preferring to devote his leisure time to his home life and to gardening. His recent years have been spent largely at his beautiful summer home near Oakville.

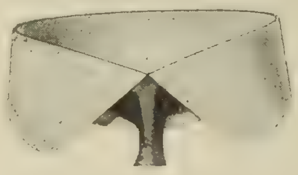
He is survived by his wife, three sons and four daughters.

KEPT NO BOOKS—PROSECUTED

S. J. Glazon, of the Workingmen's Clothing Store, Victoria, has been committed for trial on a charge of failing to keep proper books of account. He was arrested on a writ of capias at the instance of Gault Bros., Vancouver, after he had previously become insolvent. No record had been kept by him of the disposition of large quantities of goods ordered, and which were not found on the premises. Some of these goods, it is claimed, were later found in Vancouver stores. About $10,000 is involved.

NEW COLLAR

"Monroe" is a new style added to the Arrow collection and designed expressly for spring and summer wear. The new collar is 1⅝ inches high above the back buttonhole, and the tips are 2⅛ inches deep. The front has very gracefully rounded points and ample room for the cravat knot. The collar has plenty of slide space and will meet the demand for a style that is low, yet high in appearance. "Monroe" is particularly well adapted for wear with the soft shirt, and the four-in-hand cravat or bow tie. The new collar was introduced by Cluett, Peabody & Co., Inc., the makers, on April 1st.



New collar by Cluett, Peabody & Co.

MUST SELL TIE

The following question was sent to the legal department of the Montreal "Star."

The circumstance is one that could happen any time and is of interest to the trade generally.

Q.—A retail store had sign in window to-day reading, "Any tie in the (or this) window, 95 cts." I picked out a tie, which clerk said was like one in window which I wanted, and tendered 95 cts. in payment; I was curtly told that I could not have it for that price, that it was "worth more than $5," or something to that effect, and that sign only had reference to ties at top of window. Is this lawful? —R. H.

A.—You can compel him to give you any tie in the window for the price it is marked.

NEWS ITEMS

Major A. S. Mills has been appointed manager of Robinson Clothes Shops, Vancouver Branch.

Mr. H. H. Hawley, of Guelph, has purchased the stock and good will of Wm. Dennis at Palmerston.

The Munro business at Armstrong, B.C., has been purchased by A. C. Hill, of Vancouver, and will be continued at old stand.

The Tip Top Tailors have opened a new store in Montreal. This is located at the corner of St. Catherine St. and Mansfield Avenue.

L. J. Applegath & Son have opened a fourth store in Toronto, the last of the group being ready for business at 11 and 13 King St. East on March 13.

The business of the late Markus Mayer, Bowmanville, being carried on after his death by his daughter, Mrs. T. H. Knight, has been sold to G. N. Thurston, of Toronto.

Charles M. Mearns has opened a new men's wear store at 212 St. James St., Montreal. Mr. Mearns will carry a full stock of the Dr. Jaeger men's lines, also a very up-to-date line of men's furnishings. Montreal has known Mr. Mearns for a long time; he was with John Allen for 15 years and for the last four years has been manager of Milton's Limited, on St. Catherine St. W. MEN'S WEAR REVIEW wishes Mr. Mearns good luck and prosperity in his new venture.

New tweed knockabout hat. Popular with the returned soldier and all appreciating comfort. Shown by Boston Hat Co., Montreal.

DO CLOTHES MAKE THE MAN?

(Continued from page 35)

discussion of dress in this Pillar of Sober Thought, but it seems to me to be a subject that should be mighty close to advertising, and all other commercial pursuits. The average man takes more interest in his wife's clothes than he dares to admit. He shows great pride in his car or his fishing tackle. He has been known to spend large sums of money on gunning or golfing. He delights in dressing his family a little better than their social equals dress. In divers ways he is a ready spender. But his tailor's bills always appal him. His wife may buy seven hats in a year at an average cost of seventeen dollars each—which is low; but if he has a couple of three-dollar lids nine months old he kicks on paying a like amount for a straw hat in season. And woe is his when he finds that he has to buy a new evening suit at the beginning of the old one's fifth year of wear—or tenth; although, of course, it's all right that wifie should have a new frock for every function.

But that's the man of it, as the women folk are prone to proclaim. He is a queer animal How many times has he turned down the poor salesman who has appeared before him looking like a corn husker, and yet how seldom does he tell his own salesmen that in order to be successful they must dress the part! To be sure there might be danger of carrying the thing too far and developing foppery. But don't hold back on that account. Most of us have a long, long trail to negotiate before we can reach the Beau Brummell heights of fashion. And always we can rest easy in the assurance that there are many stop gaps on the way—the dear friends who publicly guy our sartorial proclivities ever can be depended upon the prevent us from overstepping the mark.

WHAT IS YOUR GROSS PROFIT?

(Continued from page 37)

cantile houses are solving this problem by making the worthy employees partners to the net profits. The employee who has been with the house six months or longer gets a dividend on his past earnings. This sounds big and is big to the employee, but really not so big to you.

For example, a $100,000 business which earned a net profit of $10,000 has paid out about $10,000 in salaries, about 25 per cent. of this is paid to floating help, such as extras or clerks who have not been with you six months. You will then pay 10 per cent. on about $7,500 worth of salaries—this equals only three-quarters of one per cent. on the business. This amount can easily be made up in extra profits by interested clerks. But when you pay dividends, p. m.'s or bonuses, do it gracefully as if you are glad to do it, otherwise you lose the goodwill power.

ALLOT WOOLLEN GOODS ORDERS

WORK of allotting the $3,180,000 woollen goods ordered for the Roumanian Government, which was secured for Canadian firms through the instrumentality of the Canadian Woollen Manufacturers' Association, was continued yesterday at the King Edward Hotel. The order comprises men's socks, women's stockings, men's and boys' underwear, women's and girls' cotton and wool underwear, woollen cloth and blankets. These will be used to supply war sufferers in Roumania. About four months will be allowed for filling the entire order.

The meeting of manufacturers is being attended by representatives of all woollen manufacturers in Canada interested in the order and is in no way confined to the members of the Canadian Woollen Manufacturers' Association, which, by reason of its executive organization, is presiding over the conference with the direct sanction of the Canadian Trade Commission, whose representative, Mr. F. W. French, is present throughout all the proceedings.

The proceedings are being carried out on the "round table" system. Manufacturers interested in securing a slice of any particular class meet together and fix the allotments by unanimous agreement. In the case of a deadlock it has been agreed that a ruling may be made by the executive of the association, leaving any dissatisfaction for appeal to the Canadian Trade Commission.

The securing of this order, it is pointed out, is the first important result of the formation of the Canadian Woollen Manufacturers' Association, which came into being shortly after the armistice was signed. Before the war ended the manufacturers of woollens in Canada had provided for contracts totalling some $12,000,000, issued by the Militia Department at Ottawa. Two weeks after the signing of the armistice $2,000,000 of these were cancelled, so that a market had to be sought elsewhere. It was then that 91 firms, representing about 95 per cent. of the woollen output of the country, came together and sent Mr. L. D. Carley to Europe in search of orders.

Mr. Carley took with him samples and was in a position to quote prices on large orders. Through him the Roumanian order was secured, but since the payment of it was arranged through the Dominion's credit system, the Canadian Trade Commission ruled that the association might not reserve the order, or any part thereof, exclusively to itself, but must throw it open to all Canadian manufacturers who might desire to participate. As the association had in its possession full information concerning the mills and factories capable of turning out the various portions of the order, it was requested to notify all these, and therefore sent out 191 invitations to attend the meetings now being held in Toronto, with which were included specifications of what the order called for.

Income Tax Days

Hardware merchant "Hell—p"

The Publisher's Page

TORONTO APRIL, 1919

MEN'S WEAR REVIEW is one of the fifteen MacLean papers.
The MacLean papers, being editorially efficient, command the confidence of their readers, thus making them most effective as a factor in well-planned advertising campaigns.

Complete List of Publications

TRADE NEWSPAPERS

Hardware and Metal
Men's Wear Review
Canadian Grocer
Bookseller and Stationer
Dry Goods Review
Sanitary Engineer

TECHNICAL PAPERS

Canadian Machinery
Power House
Canadian Foundryman
Printer and Publisher
Marine Engineering

MAGAZINES

MACLEAN'S MAGAZINE
FARMERS' MAGAZINE

Financial Post—*Weekly commercial newspaper.*

The MacLean Publishing Company, Limited
143-153 University Avenue - - TORONTO

Largest Publishing House in Canada

SALE OF
SURPLUS MILITARY AND NAVAL STORES

DRY GOODS, CAMP SUPPLIES, FOOD, HARDWARE, SCRAP METAL, JUNK

Cloth; new and second-hand clothing, equipment, hardware, tents, blankets, camp supplies, etc. :: Flour, jam, canned evaporated milk, tea, coffee, etc. :: Condemned clothing, junk, old brass, metals, leather, rubber, etc.

SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to communicate with **THE SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA,** stating the items in which they are interested, whether new or second-hand or both.

Arrangements will be made to have samples on exhibition at places throughout Canada; specifications, full details, and tender forms will be mailed when ready to those who have registered as suggested above.

IF INTERESTED PLEASE APPLY NOW

Institutions May Make Direct Purchase Without Tender

Dominion, Provincial, and Municipal departments, hospitals, charitable, philanthropic, and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.

YOU ARE SAFE IN BUYING OUR HATS

First: They are advertised to your customers.

Second: They are styled to the minute.

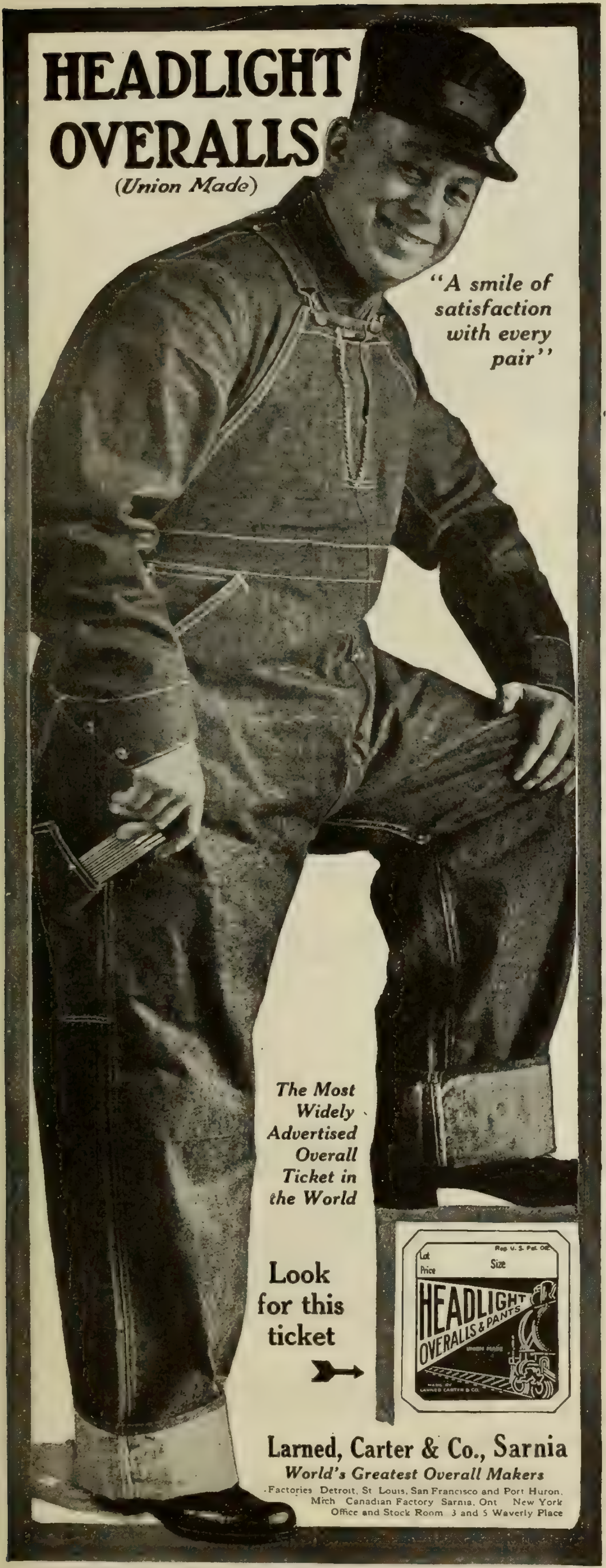
Third: Our prices are guaranteed. All hats will be invoiced at prices prevailing at time of shipment.

The WOLTHAUSEN HAT CORP., Limited

TORONTO
Sales Rooms
Cosgrave Bldg.

Head Office and Factory:
BROCKVILLE

MONTREAL
Sales Rooms
Mappin & Webb Bldg.



HEADLIGHT OVERALLS

(Union Made)

"A smile of satisfaction with every pair"

The Most Widely Advertised Overall Ticket in the World

Look for this ticket ➳

Larned, Carter & Co., Sarnia

World's Greatest Overall Makers

Factories Detroit, St. Louis, San Francisco and Port Huron, Mich. Canadian Factory Sarnia, Ont. New York Office and Stock Room 3 and 5 Waverly Place

You can now buy best quality "Headlight" Denim Indigo Blue

HEADLIGHT
OVERALLS
at $27 per dozen

Here's our guarantee to you

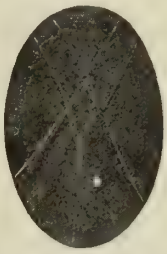
Send us a sample order. When the goods come in, call your clerks together and examine the shipment critically. Go over the goods with a tape measure—try them on. If the consensus of opinion does not pronounce these HEADLIGHT overalls the ***best that ever came into your store,*** pack them up and ship them back to us, and ***send us a bill for your trouble and expense.*** It will be paid cheerfully and without a quibble.

Our guarantee to wearer

Every garment may be offered under the following guarantee:

> ***"Wear a pair 30 days. If, at the end of that time, you do not say that the HEADLIGHT is the best overall you ever wore, your money will be refunded cheerfully."***

What's the use of handling second grade overalls when you can buy the widely advertised, high grade HEADLIGHT at $27.00 per dozen.



Made in Elastic Suspender Back and High Back Styles

Order now—beat your competitor to it

Date——————191

Ship to ——————

Address——————

When to ship——————

Lot No.——

OVERALLS

	Regular Sizes					Waist				Extra Sizes			
Length	30	31	32	33	34	36	38	40	42	44	46	48	50
30													
31													
32													
33													
34													
35													
36													

Lot No.

COATS

	Regular Sizes						Extra Sizes		
	34	36	38	40	42	44	46	48	50

With this order include a complete assortment of advertising and dealer's selling helps

Always in Demand

Nothing that you can stock will prove as ready a seller as an attractive bath gown or dressing gown.

These chilly Spring mornings and evenings the man of the house wants a gown that will be serviceable as well as presentable. Then, summer bathing days are coming, and a gown is as indispensable as a bathing suit.

We have gowns and robes in a wide range of attractive styles and colors.

Have our traveller show you our new lines.

CAULFEILD, BURNS & GIBSON, LIMITED

60-62 Front Street West **TORONTO**

"AVON KNIT" BRAND

Scotch Knit Gloves and Mitts

For Men and Boys

"Avon Knit" comprises a full range of Men's Mitts and Gloves and every glove in the range represents in full measure the price we sell it for and the price the retailer puts upon it.

"Avon Knit" Boys' Stockings

is a grand line for your juvenile department. These stockings are made on the true "Avon Knit" sound value basis and will give long wear and satisfaction.

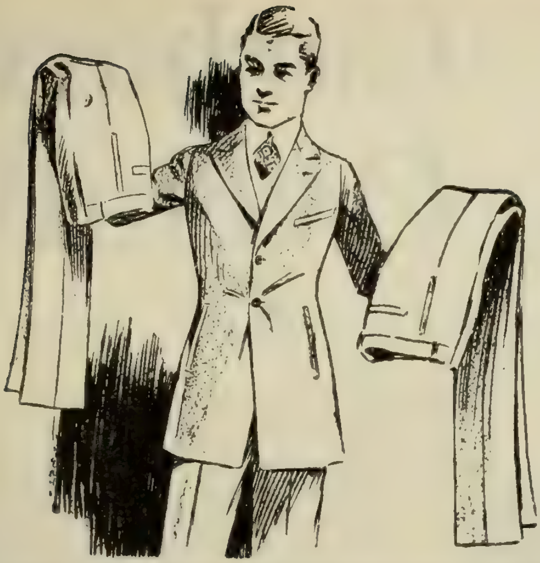
Send along your order now for Fall. We anticipate a busy season and orders will be filled as received.

AVON HOSIERY, LIMITED

Stratford, Ont.

Richard L. Baker & Co., Selling Agents, 84 Wellington Street West, Toronto, Ont.

The Guaranteed *Forsyth* SHIRT



Put These In Your Trouser Displays

You cannot offer your customers better trousers than what we offer you here in the Haugh Brand line. The Materials are well selected and the Workmanship is good in every instance.

We also offer you a grand selection of Overalls and Working Shirts — Arm and Hammer Brand goods —satisfactory in every respect.

Talk it over with our traveller, who is now in your locality. Postcard us and we'll have him call.

The
J. A. Haugh Mfg. Co.
Limited
TORONTO, CANADA

---

12 to 18½

12 to 18½

Size Up the Stock You are Carrying

And see if it is giving the satisfaction you would like to base your future business on.

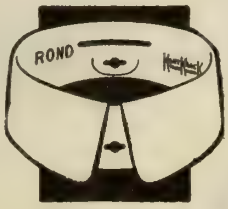
Great time now for housecleaning—if you haven't a really, truly good stock of waterproof collars, clean them out and wire us an open order of say ten dozen assorted

KANTKRACK
TRADE MARK
Composition
COLLARS

Prove to your own satisfaction that in the KANTKRACK collar you have a proposition certain to interest every man—because every man appreciates a real linen-like collar that is instantly cleanable.

Lots of attractive and timely styles, but *"One Grade Only and That the Best,"* and one price to every dealer. Prices subject to change without notice.

The
Parsons & Parsons Canadian
Company
HAMILTON - CANADA
ESTABLISHED IN U.S.A. 1879
ESTABLISHED IN CANADA IN 1907



13 to 18

12 to 19

Carhartt Overalls

Are Well Known to Your Customers

Think what that means; effort and time in making sales reduced to almost nothing; frequent turnovers; and bigger profits! All because customers are well pleased with the kind of service they get from Carhartts.

True, Carhartt Overalls are well advertised, but there is also that exceptional quality that creates good-will and brings your customers back for them again.

If you haven't a supply of Carhartts in stock, why not order a sample lot? Put them on display. Use our window and counter cards to connect your store with our national advertising.

You'll find, we believe, that purchasers of Carhartts will usually prove generous buyers of other things as well.

Our line comprises Overalls for railroad men, farmers, mechanics, factory operatives. Allovers for motorists, garage men, women and children. Also gloves for workers.

Your order if sent in now will be filled at once.

SPECIAL FEATURES

Every seam double stitched; every button riveted.
Every point where strain is hardest is strongly reinforced.
Angular rule pocket.
Swing pockets to keep tools and pencils from falling out.
Lined watch pocket and an extra rule pocket in right leg.

Hamilton Carhartt Cotton Mills, Ltd.

TOROTO UNIT

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)

Summer Clothes With Character and Distinctiveness

Cool as a Summer Zephyr

Summer clothes that you will be proud to sell a man and that any man will be proud to wear. That describes the new

MILLER MADE PALM BEACH and Summer Weight Clothing

Have the Miller traveller call and show you a full range of samples.

We can also supply the trade with tweed pants, lustre coats, duck clothing, flannel pants, khaki pants.

Boy Scout Uniforms, Work Suits and all Specialty Clothing

The Miller Manufacturing Co.
44 York St.
TORONTO

Milne's Neckwear News for April

Milne's Neckwear

A selection of wonderfully attractive colourings and sound, shape-keeping materials.

Have our salesman call and show you the complete line.

Compare our values. Prove by inspection that Milne Neckwear is just the thing for big business.

WILLIAM MILNE

The Newest in Neckwear

50 York Street Toronto

Always inspect the MILNE offerings

Towers Waterproofs take the wet out of rain

The secret of the popularity of Tower's Waterproofs is that they give service. The man you sell a Tower Waterproof to is going to like it because it will be all that he expects it to be—and then some.

The Tower line is very complete—Long Coats, Slicker, Boys' Long Coats, Miner's Clothing, Hunting Frocks, Fishermen's Togs, Police Capes—a waterproof for every man at every job.

Stock Tower Waterproofs for the rainy season.

Coast to Coast Service.

TOWER CANADIAN LIMITED

VANCOUVER TORONTO **HALIFAX**

TOWER'S TRADE MARK FISH BRAND

TAPATCO

REGISTERED BRAND TRADE MARK

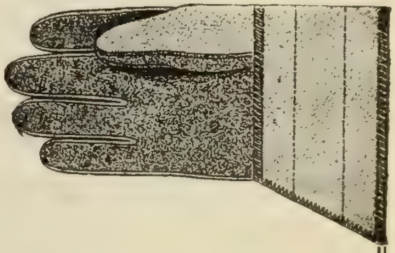
WORKING GLOVES

This Man Wears 'Em

TAPATCO Gloves are ideal for the man who delights to work round the back yard in the summer evenings. For every purpose where a good serviceable glove is called for TAPATCOS fill the bill and fill it well.

Dealers can ring up lots of extra sales by showing and recommending TAPATCO Gloves to every man who works with his hands. There's a big variety to choose from—

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights; Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.



The

American Pad & Textile Co.

CHATHAM, ONT.

★STEFANSSON'S
OWN STORY *of his*
FIVE YEARS *in the* ARCTIC

Over five years ago Vilhjalmur Stefansson, the famous Arctic explorer, was commissioned by the Canadian Government to lead a party into the uncharted space that extended from the north-westerly boundaries of Canada on to the North Pole. Shortly after the party got away the news came back to civilization that Stefansson and some of his party had drifted out into the Arctic seas on an island of ice and they were given up as lost. But Stefansson came back, safe and sound after four years of amazing adventures, during the course of which he made many discoveries of scientific and geographical value. Mr. Stefansson has written his story of this wonderful journey and exclusive Canadian rights have been purchased by MACLEAN'S MAGAZINE. It starts in the April issue and will continue for six months. It is a thrilling narrative—unquestionably the most important Canadian story of the year.

★ Stefansson's story will be published exclusively in Canada in MACLEAN'S. The series of articles by him, now appearing in American and Canadian newspapers, refer entirely to his experiences on previous explorations and do not deal with the journey that he undertook for the Dominion of Canada and completed last year.

Other Outstanding Features of April MacLean's

"Imperial Relations Must be Worked Out," by Viscount Bryce. An important announcement on the future construction of the British Empire.

"Reconstruction in Turkey," by Stephen Leacock. A humorous article on the present condition of things in Turkey as seen by Canada's great humorist, and applied to Canadian conditions.

"Bulldog Carney," by W. A. Fraser. A splendid novelette of the Canadian West, complete in this issue. Illustrated by Charles L. Wrenn.

"Opening the New Book," by J. K. Munro. An article on the situation at Ottawa created by the new Liberal leadership—smashing, impartial, fearless.

"The Sun Gazer," by Charles G. D. Roberts. A remarkable animal story. Illustrated by Artheur Heming.

"Canada's Fishmonger General," by Thomas M. Fraser. An article on a young Canadian who put Canadian fish on the diet of the British armies by a series of Barnum and Bailey advertising stunts.

"Bombing the Boche," by Lieut. J. Vernon Mackenzie. The second of the two articles that Mr. Mackenzie has written on the whirlwind campaign of raid reprisals which so frightened all Germany.

"The Transformation," by Frederic S. Isham. Illustrated by Hanson Booth. The second instalment of this sparkling new serial.

"Man and Wife," by C. W. Stephens. Illustrated by R. M. Brinkerhoff. The first instalment of a three part story of Canadian life by a new Canadian writer—a delightful love story with a background of business intrigue.

The Review of Reviews

The best articles from all publications the world over are selected and condensed for this department. Some of the articles in the April number are:

The Man Behind Bolshevism.
Could German Fleet have been Destroyed.
The Secret Plans of the Allied Command.
Too Much Wilson.
Is the ex-Kaiser Haunted?
Next Government Will be Labor.
New Life of Deposed Princess.
A New Kind of Socialism.
Are We Communicating With Mars?
The Cohort of the Damned.
Has War Wiped Out Disease?
The Red Terror in Russia
The Sultan Takes Hold.
Some Tricks of the Mediums.

Over 65,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

APRIL ISSUE *Now On Sale At All News Dealers*

20c PER COPY. $2.00 PER PEAR

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest wholesaler.

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

TRADE *Hanson* MARK

THIS MARK APPEARS ON ALL OUR SOCKS

The Mark of Distinction

Hanson's Socks are distinctly different to any make. They are constructed so as to give all round satisfaction to you and your customers.

It's easy to sell socks—but how often do your sales repeat themselves?

We realize what steady patronage means to you, and we suggest that you buy a line of socks that will materially help you retain that constant patron.

If for any reason you have not ordered through my representatives, send direct to the mill. It will have my personal attention.

George E. Hanson
Manufacturer
HULL, P.Q.

The Dale Wax Figure Co., Limited

This Dale Vest Form will help you sell more goods.

Display your suits well and the selling is easy. Dale display fixtures will enable you to show off your stock to the very best advantage.

Our forms are the most durable and up-to-date fixtures on the market, and are manufactured by Canadians.

Brighten up for Easter.

Tell us your wants early.

Dale Wax Figure Co., Limited
109 King Street, East, Toronto
Montreal: P. R. Munro, 150 Bleury St.
Vancouver: E. R. Bollert & Son, 501 Mercantile Bldg.

Choose Your New Season's Cap Stock from Our Fine Assortment

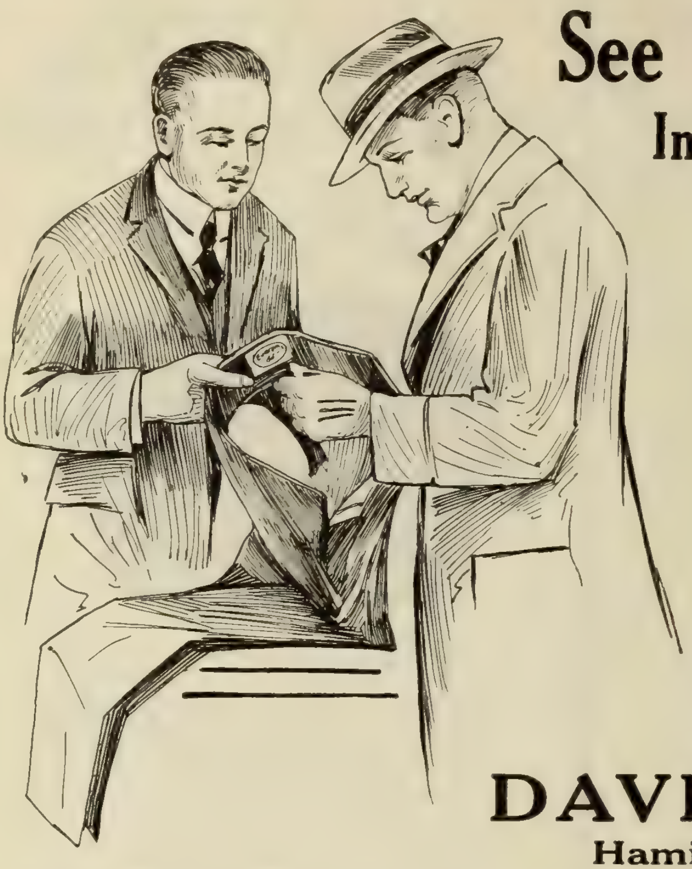
We have an excellent stock on hand and will be glad to submit you samples on request.

There are many styles and patterns here. Caps like the one in the illustration or made in eight quarters, seamed and with or without band at back. Also made in the new French blue shade as well as light, dark, tan, light grey, steel, green, olive and navy.

Have our representative call

IF THERE IS ANYTHING NEW IN CAPS, WE HAVE THEM

PALTER BROS.
Manufacturers of Children's Hats and Caps and Uniform Caps
122 to 128 Wellington Street, West
TORONTO



See the Trade Mark
Inside of the Waistband

"Everyman's"
TRADE MFD BY MARK
DAVIS BROS

THAT is your customer's guarantee that he is getting a pair of trousers that are Better Made than the average, of more Attractive Style, Correct in Design, Perfect in Fit, of Highest Quality Materials, and made under the Union Label.

On "Everyman's" Trousers your profits are as good or even better than on the cheaper and less popular lines. Write us for prices and patterns.

DAVIS BROS.
Hamilton, Ontario

A New Clothing Factory in Toronto
BRITISH CLOTH and AMERICAN STYLES

"FASHION BRAND"
F.B.C.
CLOTHES

With a good size capital to start with and having secured the services of one of the leading designers in the United States, we look confidently forward that at no distant time this firm will take its place in the forefront of the leading clothiers of Canada. In order to get known amongst the trade our prices are, all considered, considerably cheaper than the average.
Should our travellers not reach you in time, ask and we will send samples prepaid.

FASHION BRAND CLOTHING CO.

24-26 WELLINGTON STREET W., TORONTO

Model Form
No. 2014
Note the Neat Fitting of Coat

THE NEW FORM FITTING MODEL

These and many other up-to-date fixtures, including

Bust Forms for Men's and Boys' Display Stands, etc.

illustrated in our new folders just off the press.

Although we have mailed many of these folders we may have missed some customer or friend and if you have not received one, a postcard will bring it to you. Our fixtures are up-to-date as any American make.

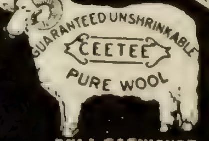
DELFOSSE & COMPANY
247-249 Craig Street W. Factory: 1 to 9 Hermine St.
MONTREAL

Turnbulls' UNDERWEAR

Turnbull's
PERFECT FITTING

TURNBULL'S
UNSHRINKABLE
NATURAL WOOL

RIBBED
PEOPLE LIKE IT



FULL FASHIONED

PLAIN
YOU SHOULD HANDLE IT

Manufactured only by
The C. TURNBULL COMPANY of GALT Limited

ZIMMERKNIT

TRADE MARK

ZIMMERKNIT is GOOD underwear—otherwise it could never have attained the popularity it now enjoys.

EVERY suit is sold with confidence in good stores everywhere. Confidence that means profit for both the customer and the store.

IF you are not selling ZIMMERKNIT Underwear, we suggest that you get in touch with us.

THERE is no doubt that it will prove the most satisfactory line of Underwear for your store to sell.

Above illustration represents one of our series of color display showcards. Supply is limited. Send your request early.

ZIMMERMAN MFG. COMPANY, LTD.

HAMILTON -:- CANADA

Knockabout Tweed Hats

The Boston Cap Company have always proved to their customers that they are up-to-date with style and finish.

We can again prove our lead by *the latest in Tweed Hats* made by special process that preserves their stiffness and appearance.

New styles in attractive tweeds—great sellers, *replacing Felt Hats with the returned soldier boys* and all who appreciate comfort. Just the thing for Spring and early Fall selling.

A trial will convince you that what we claim for these hats is absolutely correct. Send for half dozen on approval.

We also have a full line of latest Caps in silks, etc.—Summer Outing Hats, etc.

Samples and prices on request

THE BOSTON CAP CO.

Kellert's Building, 338 St. Urbain Street
MONTREAL, QUEBEC

Special
Indigo Dyed
Blue Percale
Railroad Shirts

No. 2557
Double Stitched
Double Seamed
Can't Rip
Two Collars

"HERCULES"

WORK SHIRTS and BOYS' SUITS ARE THE BEST IN CANADA

WEAR WELL—SELL WELL
EVERY SALE MEANS A SATISFIED CUSTOMER

DESIGNED AND MANUFACTURED TO RETAIL AT POPULAR PRICES

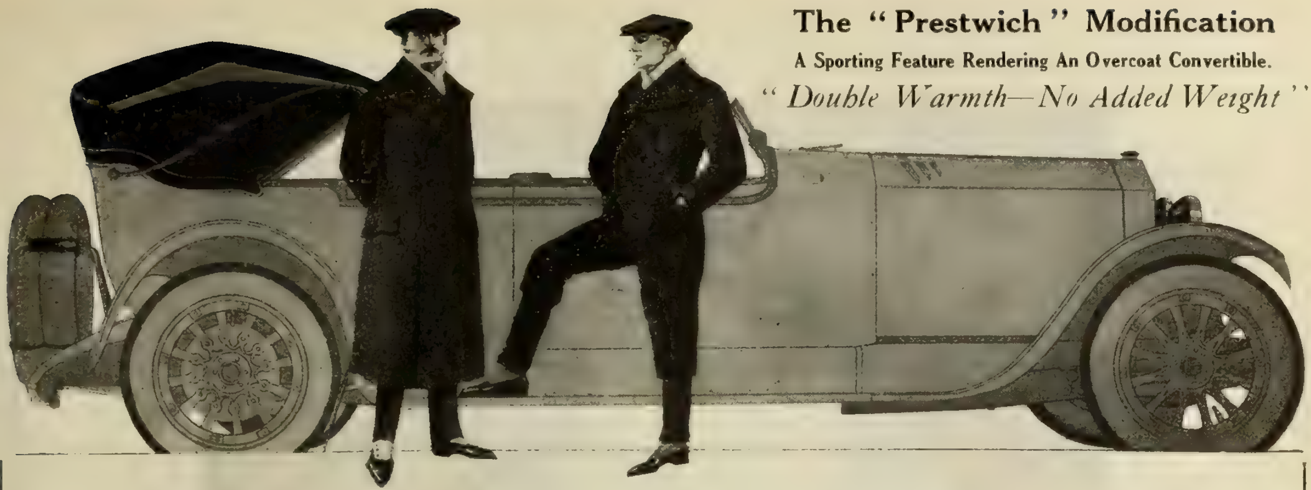
SOLD BY RELIABLE DEALERS FROM COAST TO COAST

Write to-day for prices and samples of "Hercules" Work and Negligee Shirts. Mention this ad.

The Hercules Garment Co.
LIMITED

Head Office: Montreal.

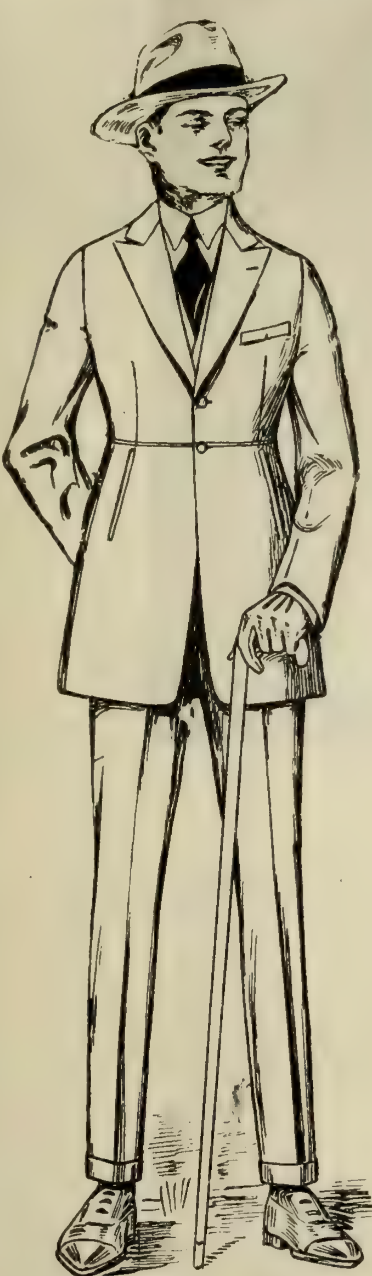
Factories: Montreal and
Louiseville, P.Q.



The "Prestwich" Modification

A Sporting Feature Rendering An Overcoat Convertible.

"Double Warmth—No Added Weight"



"THE DEVON"

The Hits of the Season are here

New Models—New Styles—the sight of which will widen still further the trade's appreciation of "the House that leads."

REPUTATION is a lot, but don't forget there is such a thing as REALITY. You get them both—the Reputation that Quality alone can produce and the Reality that maintains it when you're stocked with our line of Serges, Vicunas, Tweeds and Worsteds.

Our men are now out with a full showing for Fall. Wouldn't you like to arrange a call?

Kaplan, Samuelsohn

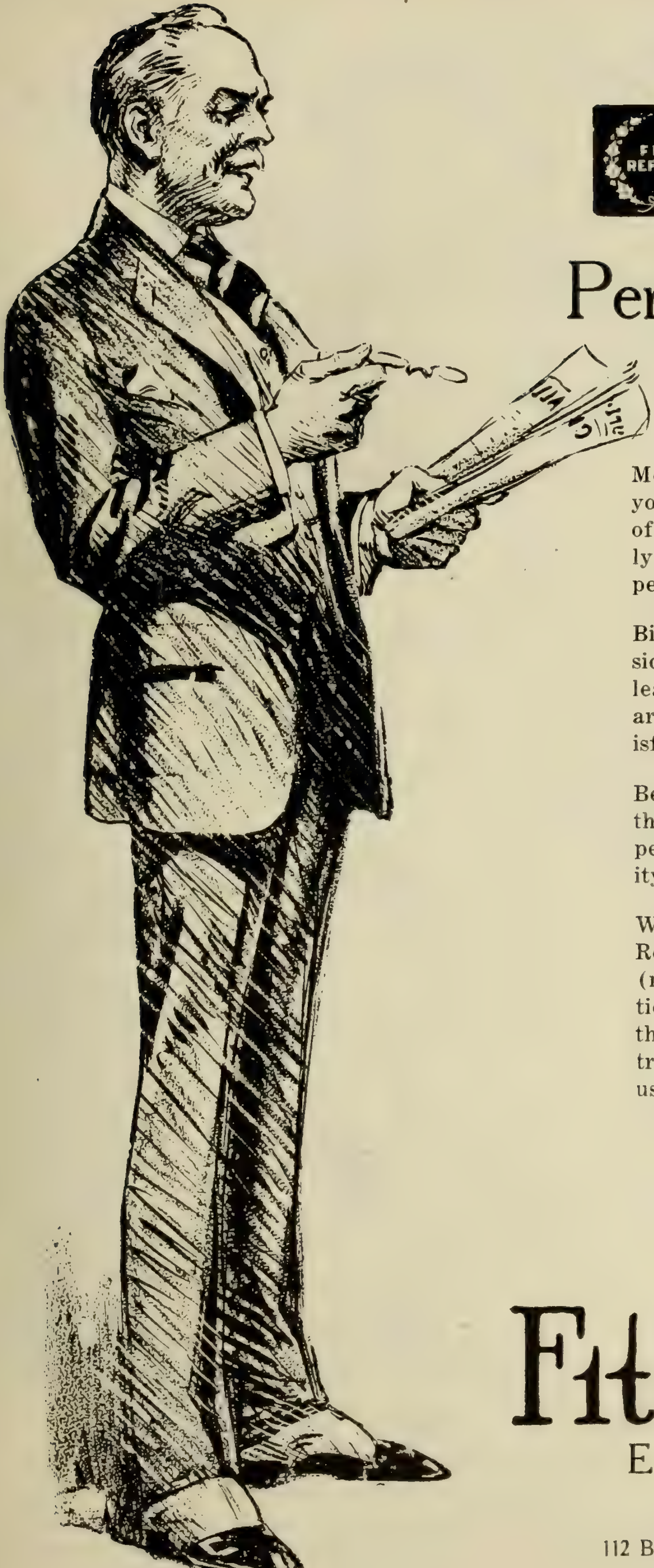
1620 Clarke Street - - Montreal

The ARROW *Under* Suit

A comfortable Union Suit. Made to give satisfactory service. Produced in styles and qualities to retail at $1.50, $1.75, $2.00, $2.50, $3.00, $3.50, $4.00

Prompt Shipments from Stock carried
at Montreal, Toronto, Winnipeg, Vancouver

CLUETT PEABODY & CO. *of* CANADA, LIMITED
MONTREAL
Makers of Arrow Collars - Shirts and Handkerchiefs



FIT REFORM **Fit-Reform**

Personal Appearance

Men who are no longer young appreciate the value of appearance just as keenly as their younger compeers.

Big business men, professional men, society men—leaders in every walk of life are finding real clothing satisfaction in Fit-Reform.

Because Fit-Reform gives them a distinction of line, a perfection of fit, and a quality of tailoring that pleases.

With a good showing of Fit-Reform for Fall and Winter (now ready for your inspection) you can get and hold the trade of men whose trade is worth getting. Write us about it.

* *

Fit-Reform

E. A. SMALL CO.
LIMITED
112 BEAVER HALL HILL, MONTREAL

Popular in Both Quality and Price

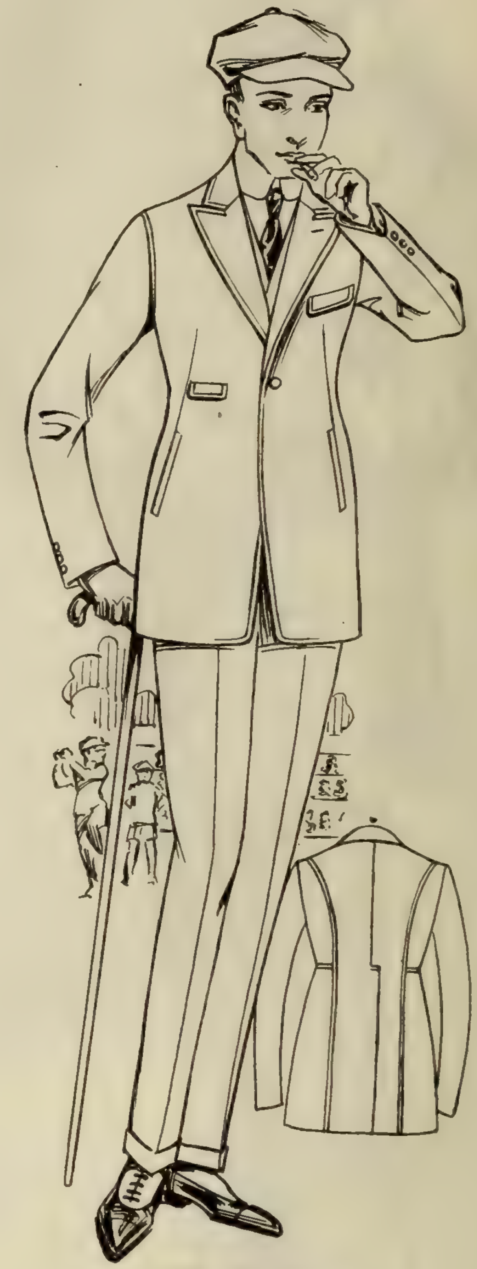
In ALERT CLOTHING you will find a popular priced line that cannot be equalled in value.

Stylish models, up-to-date materials, well-tailored, yet selling at popular prices.

This is the line for the customer who wants good clothing at a moderate price. You can sell him and please him every time.

See the new season's range now being shown by our travellers.

"The Belmont"
Boy's Two-Piece Suit



"The Beverley"
Young Men's Suits

The Alert Clothing Company

1202 St. Lawrence Boulevard
MONTREAL

The Boys Like Them

LION BRAND BLOOMERS

Well made, well looking Boys' Bloomers that will boom sales in your juvenile department. Have our man call with a complete assortment. Write or wire request.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

"Craftana"

Registered No. 252,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE PIONEER HOUSE OF CANADA

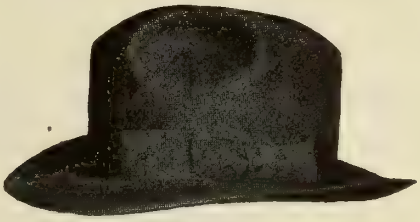
Established in 1852

HIS MAJESTY GEORGE V.

As popular as His Majesty
are

MONARCH HATS

---a Famous Name of a Famous Line.



9532

Our Salesmen are now on the road showing a Complete Line.

FALL HATS.

MITTS and GLOVES

FOR NEXT WINTER

L. Gnaedinger Son & Co.

St. Peter Street, Montreal

To whom it may concern

GENTLEMEN:-

The May issue of MEN'S WEAR REVIEW will be a bigger business number featuring lines of Canadian manufacture.

It is a well known fact that there are millions of dollars in orders placed with foreign houses for goods every year, simply because the buyers do not know that goods of equal quality and value are made right here in Canada.

From an editorial standpoint we are going to talk bigger business, for Canadian manufacturers, not from a patriotic viewpoint, but from that of merit.

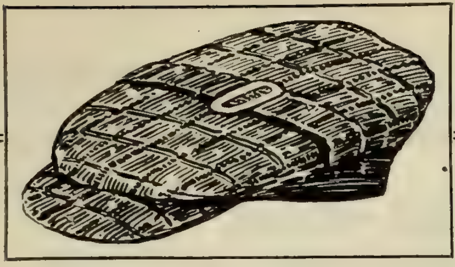
Conditions have changed Canada from an importing to an exporting country. The pendulum has swung to the Canadian manufacturers. Keep it there, make the retail merchant buy from you. Your goods are the equal in value and quality of imported lines — impress that fact on the merchant's mind.

The forms for the May issue of MEN'S WEAR REVIEW close on April 20th — by placing your announcements in this number you will be reaching eighty per cent. of the men's wear merchants throughout Canada.

There is a big business in view for sorting and Fall orders. MEN'S WEAR REVIEW will help you get it.

Yours for Bigger Business,

MEN'S WEAR REVIEW



Caps for All Occasions

Sporting or business men have become accustomed to the comfortable cap. Our caps are all that caps should be—

New Styles
Best Material
Attractive Prices

Are you ready to meet the demand?

New York Cap & Hat Company
880 St. Lawrence Blvd., Montreal

Satisfaction

—in every sale is the reason why

TAILOR CRAFT
TRADE MARK

Men's and Boys' Suits are preferred.

Do not fail to see our large stock of Worsteds, Tweeds and Serges. Exceptional value at attractive prices. What about that order for Overcoats for Fall?

Dominion Clothing Co.
157 St. Paul St. West MONTREAL

Spring 1919

AN OPPORTUNITY WORTH WHILE

will be an inspection of

THE DAVIS

"Storm Resista" WATERPROOFS

For 1919

H. E. DAVIS & CO.
117-119-121 St. Henry St. Montreal

The Deacon Shirt Co.

Belleville, Ont.

Manufacturers of:

- Working and Outing Shirts
- Flannels, all Shades
- Tweeds. Sateens
- Drills. Oxfords
- Flannelettes
- Night Shirts
- Pyjamas
- Boys' Waists

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

The Deacon Shirt Co.
Belleville, Ontario

CAMPBELL'S CLOTHING

HIGH-GRADE MADE-TO-MEASURE CLOTHING

A PROFITABLE LINE

—NO CAPITAL TIED UP
—NO DEAD STOCK
—NO INTEREST
—NO INSURANCE
—NO BAD DEBTS

OFFER GOODS EQUAL IN EVERY RESPECT TO THE BEST CUSTOM TAILORING.

THE CAMPBELL MANUFACTURING COMPANY
MONTREAL

(NOTE—Our address after April 1st will be Cor. St. Lawrence Blvd. and Duluth Street)

Finding What You Want

IF YOU DON'T FIND what you want in the advertising pages, write "Inquiries Department,"

MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. We will do our best to get the information for you promptly.

We want you to feel this paper is being published in your interest.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO

For Subscribers

INFORMATION WANTED

Date............191

Please tell me where I can procure...

....

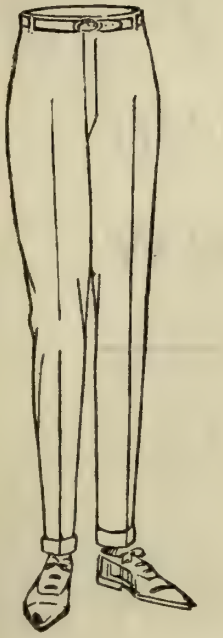
....

Name ....

Address ....

CROWN PANTS

NOW READY



Last month we announced a later showing of Fall samples in order that we might give our customers the benefit of

LATEST MERCHANDISE
and
LATEST PRICES

The wisdom of this move has been amply proven, and our salesmen are now on their respective routes with as complete and up-to-date a line of merchandise as you will have the privilege of examining this season, and prices based on latest schedules.

If our traveller does not reach you promptly, a postcard will bring you samples and prices.

CROWN PANTS COMPANY

322 Notre Dame St. W. MONTREAL

Specialty Top Coats

THE LEATHERTEX—Absolutely weatherproof, a great protection for the Motorist.

THE SUEDE-TEX—A finer texture for the street — dressy yet Rainproof.

Our staple lines are also complete in all the popular styles, materials and qualities.

See our travellers, or write us for samples and prices.

It will pay you.

DUKTEX COAT COMPANY

322 Notre Dame Street West MONTREAL

Look for the May Issue
Men's Wear Review

It will feature Bigger Business for lines of Canadian manufacture.

Summer window trimming will be a feature of interest.

An article by a recognized authority on salesmanship, on How to Sell the Higher-grade Goods, that you cannot afford to miss.

The future of quantities and prices for Fall deliveries will be delved into.

There will be a number of photographs, showing how goods are made in Canada.

There will be as usual several contributed articles that help to keep this your magazine of definite value to you.

Men's Wear Review
For Value Received

Big Values Backed By a Big Idea

THE right qualities plus the right kind of values plus the right kind of selling co-operation.

That's what sells

KITCHEN'S
"Railroad Signal"
OVERALLS
AND
WORK SHIRTS

to your customers. Our plans have been laid to help you sell Overalls your store.
manency and an influx of trade into A reputation that is a big, dominant selling force. This stands for per- the Kitchen quality to be accepted as more than a mere name.

and Workshirts that will stay sold to your customers. Judicious, consistent national advertising to the working men of Canada has spread the reputation of Kitchen Railroad Signal lines broadcast and has caused

As for the "Big Idea" write us about it. It is our offer to help you sell goods that stay sold.

The Kitchen Overall & Shirt Company, Ltd.
BRANTFORD - ONTARIO

Special Values

Direct from Mill to Clothing Manufacturers Through Selling Agents.

On and after May 1st we shall carry a Stock in Montreal of

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.
SELKIRK, SCOTLAND

From which we shall be in a position to supply the Manufacturing Trade.

ENQUIRIES SOLICITED

C. E. ROBINSON & Co.
IMPORTERS AND COMMISSION MERCHANTS
10 VICTORIA STREET MONTREAL

Have You a Store For Sale or Rent?

Are you desirous of turning over your business to some responsible party? Do you want a clerk? Reach these prospects through a condensed ad. Rates 2c a word per insertion, 5c additional for Box Number.

Men's Wear Review
143 UNIVERSITY AVENUE
Toronto

WALL CASES WORTH WHILE

This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

The Walker Store Fixture Company
KITCHENER - ONTARIO

POPULAR BRAND TROUSERS

Made by the
Vineberg Pants Co.
Montreal, P.Q.

160 McGill St.
Montreal

We Lead Them All Others Follow

Travellers are now out with Fall and Spring Ranges.

Finest patterns to be obtained anywhere.

Our pants are "up-to-date and a date ahead."

We Originate

Drawings for Reproduction

Charles Studio
31 RICHMOND E. TORONTO

ACME
A
MAKE

GLOVES *for* EASTER

Send us your sorting order for
shipment same day as received

Men's Gloves

Grey and Brown Suedes
Tan Capes
Washable Capes
(Tan, Newport, Grey)
Washable Chamois

Ladies' Gloves

Grey Suedes
Tan Capes
Washable Capes
(Tan, Grey, Newport)
Washable Chamois

Children's Gloves

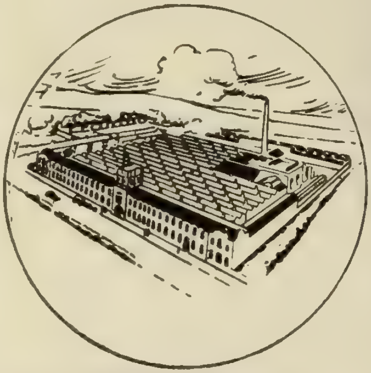
Grey Suedes—Tan Capes

ACME GLOVE WORKS
LIMITED
MONTREAL

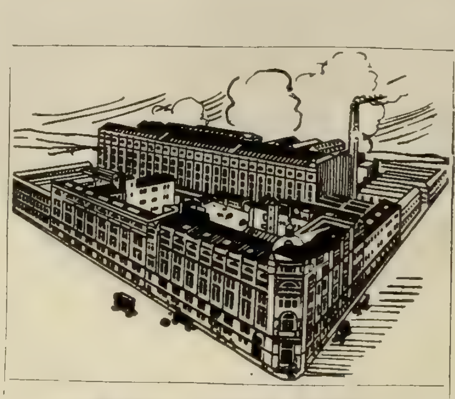
FAIRE BROS. & CO., LTD.,

Manufacturers

Rutland Street and St. George's Mills, Leicester, England.



WASHINGTON MILLS,
BORROWASH



GENERAL HEADQUARTERS
RUTLAND ST., LEICESTER.

ST. GEORGE'S MILLS,
LEICESTER.

THE LEADING BRITISH HOUSE FOR

HABERDASHERY & SMALLWARES

Including:—

SUSPENDERS.—Our well-known SPHERE varieties, for Ladies and Children, also Men's Garters, all made with the fine SPHERE elastics, fittings, and rubber grip—"the grip that grips and never slips."

BRACES.—Our production, hitherto almost monopolized by the British Government, will now be available for civilian trade. The SPHERE quality in Mikado and ordinary styles is a guarantee of excellence.

ELASTICS.—We make elastic Braids, Cords, Loom Webs, Garter Webs, Surgical Webs, etc., in all widths and great variety. Ask for our "Violet," "Iris," "Lily," "Rose" qualities.

SHOE LACES. — Our high-grade HURCU-LACES, in a variety of choice, for Ladies' and Men's wear. Also Rifle Laces, Tubular, Flat Braid Laces, Artificial Silk Laces, etc., etc.

MENDING WOOLS.—The ST. GEORGE three-fold fine woollen mending yarns have a fine reputation. Their qualities justify it.

SKIRT BELTINGS.—We lay ourselves out to cater for this trade. Single Beltings, Duplex Webs, Petershams, etc. Ask for the CRUSOE brand.

BINDINGS AND WEBBINGS.—Every variety of cotton and glace narrow goods are in our line, Emipre Bindings (formerly known as Prussians), Tapes, Stay Bindings, Hat Bandings, etc., etc. Also NAME LABELS, HANGERS, and LOOPS for Coats, Shirts, Mantles, etc.

Prices and full particulars gladly furnished on request.

Canadian Buyers are cordially invited to give us a call, either at our London house, or if possible at our Leicester Headquarters.

WHOLESALE ONLY

FAIRE BROS. & CO., LTD., LEICESTER.

19, Fore Street, London, E.C.2. **32, George Street, Manchester.**

THE Racine
TRADE MARK

The Shirt You'll Be Glad You Stocked

With a smile on her lips, the finisher sews the Racine label to the neck-band of a shirt.

She knows what that label means to a million friends who know Racine quality. She knows that into the shirt she holds has been built the experience of over 34 years of specializing in soft shirt manufacture.

She takes pride in the knowledge that **here** is shirt perfection, and to slight any detail which would mar that perfection, to her would seem as wanton as destroying something near and dear to her.

This woman is typical of the hundreds of men and women—each one a specialist—who aid in the manufacture of Racine Shirts.

This heart-felt interest of contented employes, working in our modern plants—our 34 years of experience as specialists in soft shirt making—our facilities for producing in large quantities, and the high quality materials which enter into every shirt, are what have made the Racine Shirt truly "The shirt with a million friends."

Our Canadian sales representative will soon be announced.

The Chas. Alshuler Mfg. Co.
RACINE WIS.

CHAS. ALSCHULER MFG. CO.. RACINE SHIRTS
CHARLES ALSHULER MANUFACTURING COMPANY

The Genuine Cloth
Palm Beach
REG. U.S. PAT. OFF.
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
SOLD BY A. ROHAUT 229 FOURTH AVE. N.Y.C.
FLATO

PALM BEACH

THE yearly packet of PALM BEACH WINDOW and STORE DISPLAY is being completed.

Just as our campaign in the national magazines and newspapers will be more far-reaching, ambitious and dominating than ever before—so our display equipment for the coming season will be more comprehensive, more beautiful and more costly than those of the past.

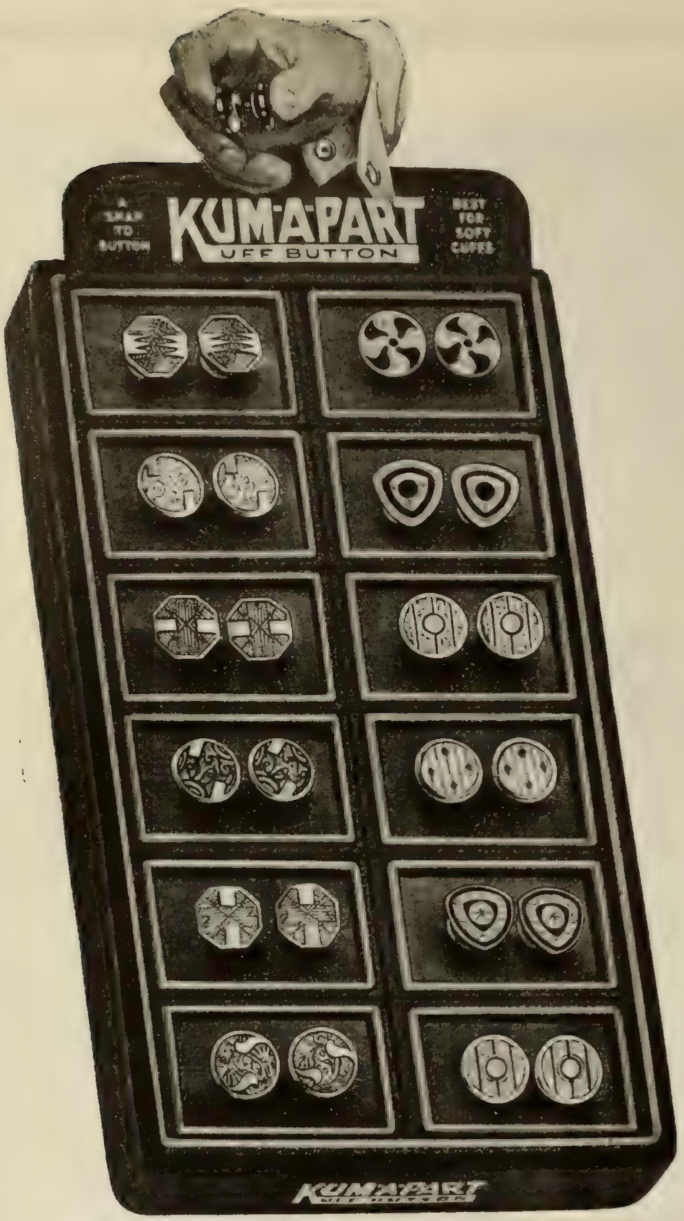
These packets will be sent to reputable merchants, gratis, but only when specifically asked for—and upon receipt of written assurance that same will be used only in connection with Suits of Genuine Palm Beach Cloth.

Address our Publicity Counselor,
L. S. GOLDSMITH,
244 Fifth Avenue, New York.

THE PALM BEACH MILLS
GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT, Selling Agent, 229 FOURTH AVE., N. Y.

MONROE
The New
ARROW
COLLAR

CLUETT-PEABODY & CO.
OF CANADA, LIMITED



DISPLAY ASSORTMENT No. 01156

containing 12 pairs Kum-A-Part enamel kuff buttons in individual cases as illustrated.

An assortment of varied patterns, contrasting colors, and shapes—enamel centers and backgrounds with platinoid overlaid designs and border.

COSTS YOU $18.00 COMPLETE

Retail for $2.50 per pair

The Button That Completes the Comfort of the Soft Cuff

All men who wear soft cuffed shirts will approve the style, comfort and convenience of Kum-A-Part Cuff Buttons.

Kum-A-Part Buttons stay in place whether the cuff is open or closed, snaps together and apart instantly. There's a Kum-A-Part adapted to every customer's need; patterned to please every masculine preference.

Note the quotations on the assortment shown on this page. Mark the profit to be made by featuring the Kum-A-Part.

Write for illustrated price list showing twenty-four different assortments, ranging in price from $4.00 to $48.00 dozen pairs.

DISTRIBUTORS FOR CANADA

C. H. Westwood Mfg. Co.

TORONTO

ATLANTIC Underwear

Is Made From Pure Naturally Softened Maritime Wool

That accounts for the fact that Atlantic Underwear does not shrink. The wool is shrunk right on the sheep's back by the salt breezes of the Atlantic and is made up into underwear of high grade quality by expert operators in a splendidly up-to-date and well equipped plant.

There is a real wool feel about Atlantic Underwear that suggests the quality and service in each garment.

An Atlantic customer is a well-pleased customer.

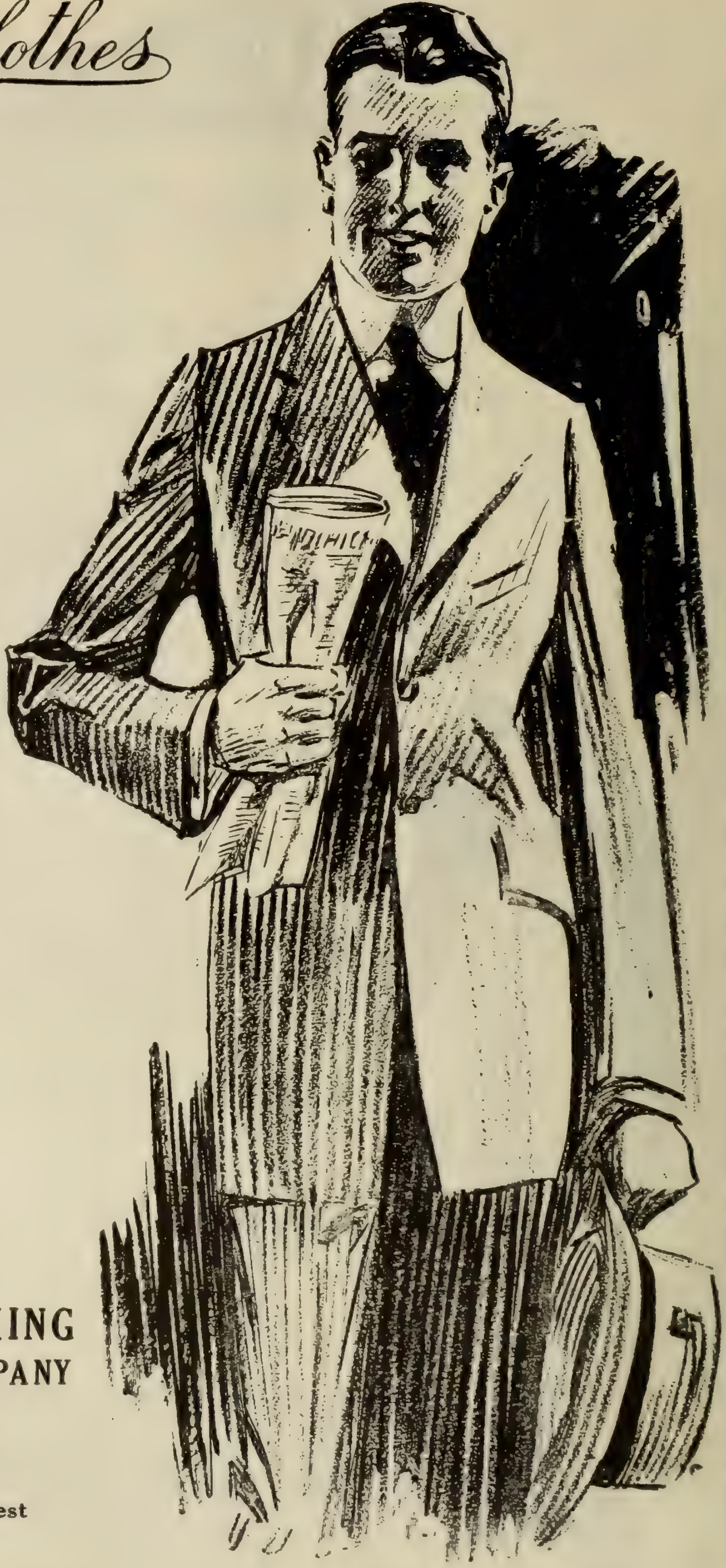
Atlantic Underwear
Limited
MONCTON N. B.

"Style Clothes"

We have had splendid displays before—but for superb styling, fine fabrics and high class tailoring woven into a line of *Suits* and *Overcoats* for *young men* we feel sure our Fall range excels all former efforts.

These are just the kind of clothes the boys returning from overseas will be glad to get into. They contain the elements of style, fit and material that appeal particularly to all young men who appreciate good clothing.

There is a *Style Clothes* salesman in your territory and he will be glad to show our new models.



WEARBEST CLOTHING
MANUFACTURING COMPANY

Makers of Stylish Clothes
for Men and Younger Men

149 Notre Dame Street West
MONTREAL

WHERE IS CAPITAL TO COME FROM?

IN reality, it is not more money that is wanted but more of the things which money can buy. The real question, therefore, is: What is necessary to increase the quantity of goods in proportion to the amount demanded by unanimous popular resolution? Incidentally to this is the further question: Where is the capital to come from to provide the factories, machinery, raw materials, etc., and who will furnish the extra labor required for the increased production?

To try and solve this important problem by a general investigation of ideas as they come along involves an attempt to discuss a perfect babel of voices, from that of the Bolshevist who cheerfully distributes blank forms undertaking to deliver the millennium according to details to be filled in by each applicant who will sign up under his leadership to that of the "good old time" pessimist who detects the seeds of ruin in every proposed change.

(That method of solving business problems belongs to minds content to "muddle along" on hearsay and sensational newspaper items.)

The method of an analysis of the essential features of actual economic conditions is likely to be much more effective and more within the bounds of time and space.

(This is the clear-headed business method with business problems of the regular reader of THE FINANCIAL POST.)

The main question affecting Canada and indeed the whole business world to-day and the sentences in plain type above are taken from a leading article by Prof. Adam Shortt in

THE FINANCIAL POST

dated March 29th, an issue which contains, amongst other important business news, these articles on "Essential Features of Actual Economic Conditions" in Canada to-day.

The Menace of Confiscatory Legislation
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Lord Shaughnessy on the Labor Problem
C.P.R. Will Put Confidence in Public Opinion
The Increase in Current Loans Still Continues
West's Problems Considered by Loan Cos.
New Steel Price List Evidently a Compromise
Construction Plans of C.P.R. Announced
General Electric Coming Back to Peace Basis
Suggests That Farmers Deal With Own "Kicks"
Engineer Murphy Attacks Hydro Policy
The Farmer, the Bank, and the Manufacturer (Edit.)
Need for Closer Supervision of Municipal Loans
Apartments Are Only Solution of House Problem
More American Capital for Canada

TO the keen, well-ordered business mind the idea of "muddling along" on haphazard and sensational information which loses the essential business-building points while creating the excitement is totally unsatisfactory. When you "get down to business" you want the plain facts—all of them—without frills—and quickly. You get them like that in THE POST. Send for a sample copy or order subscription on this form:

The MacLean Publishing Company,
143-153 University Ave., Toronto.

Send me THE FINANCIAL POST every week till further ordered. I will pay subscription price, $3.00 per year, on receipt of bill, or you may draw on me for this.

Name .... Address .... M.W.R.

Wanted—

Is it another position, a new clerk, an agency, or, have you a business for sale, a store for rent?

Why not put these wants in the condensed ad. column of this paper—the natural medium of the Men's Wear trade? The charge is only 2 cents per word per insertion. Add 5 cents extra if replies are addressed to a box number,

Men's Wear Review
143-153 University Ave.
TORONTO

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

HIGH GRADE LINES WANTED

MANUFACTURERS' AGENT WITH WIDE CONNECTIONS, IS open to consider a few lines saleable to the jobbers, wholesale dry goods and large retail trade, commission only. Box 89, Men's Wear Review, Southam Bldg., Montreal.

FOR SALE

FOR SALE—FOUR TAYLOR DOUBLE BAR CLOTHING RACKS, good as new. A real bargain. Size and price on application. Smith & Kerr, Ingersoll, Ont.

Say you saw it in
MEN'S WEAR REVIEW

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Raynsters

"Made-in-Canada" Raincoats

We do more than give you absolute waterproof Raincoats — of guaranteed quality and workmanship —in styles and sizes for men, women and children. We offer you a dealer service that gives you what you want when you want it.

Our Service Branches so cover the country that we are able to give a very prompt service to any point in Canada.

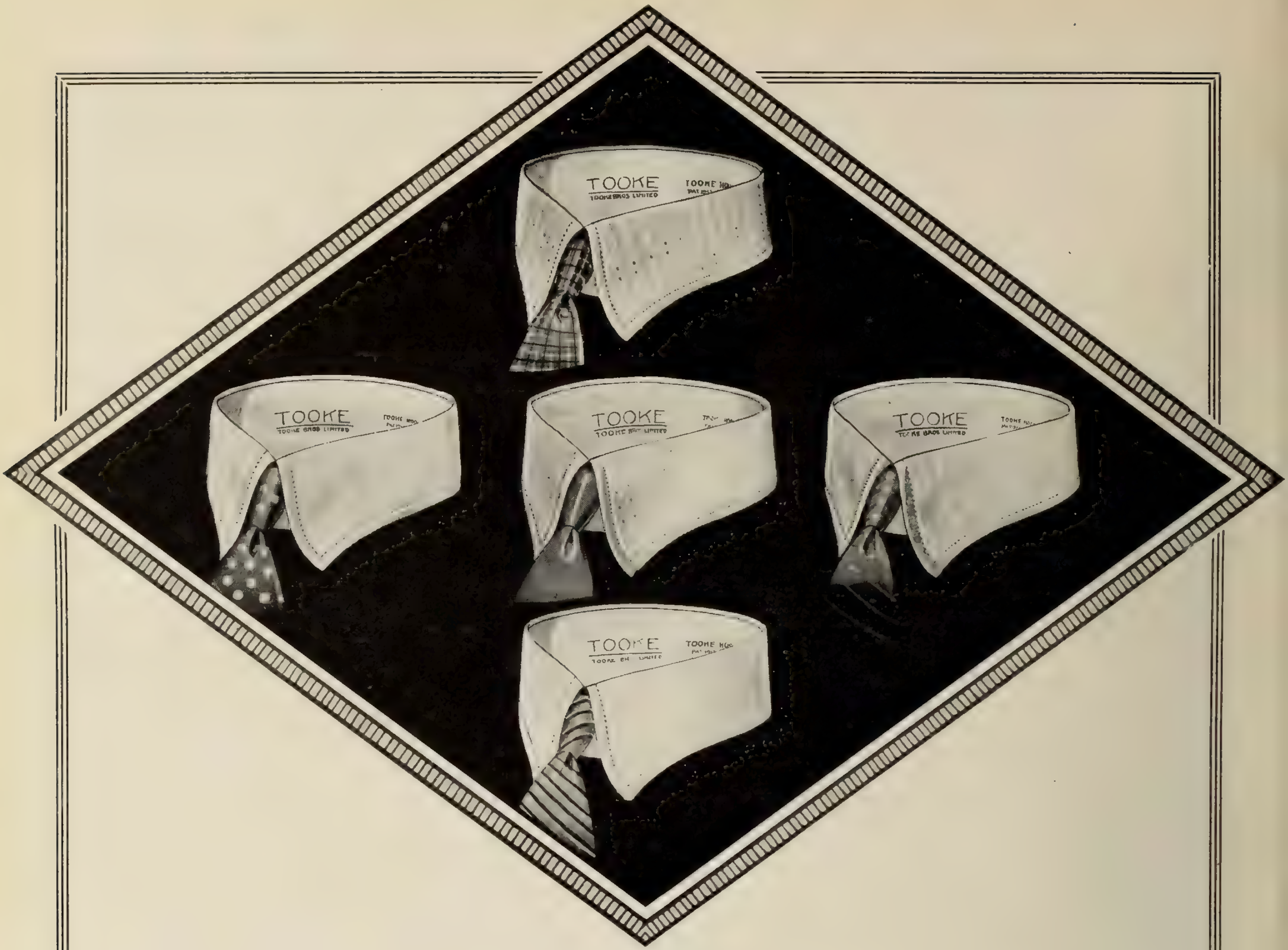
We pride ourselves on Dominion Rubber System Service to dealers—and ask you to put us to the test.

Wire, telephone or write your orders.

Dominion Raynster Style Book and Price Lists mailed on request to nearest branch.

Dominion Rubber System Service Branches Located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria



"SEASIDE"

The Latest Novelty In

Tooke Soft Collars

The Latest Novelty in Tooke Soft Collars for Spring. Made from fine Fibre Silk in Self Colors. Ribbed, Dotted and Fancy Patterns

Colors : Blue, Mauve, Pink and Tan.

Assorted, One Dozen To A Box

Price $4.00 Per Dozen

Ready Now!

Tooke Bros. Limited

MAKERS

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, MAY, 1919 No. 5.

Pull Together!

Man's Work Again—for Canada in good old Peabodys

ASK Bill what he was doing a year ago: Building pontoon-bridges, chasing the fleeing Boche across the rivers he had held three years, straight into Hunland. You KNOW what Bill is doing TO-DAY: He is building real bridges for peace-time GROWTH, the commerce, the prosperity, the new happiness and content of Canada. And it's a man's job. The same boys whom we outfitted with fighting-clothes are back on the Job now Fighting the Bigger, Better Battle of Peace in good old Peabodys. Peabody Overalls and Peabody Gloves, worn wherever there's a big job being done by real men.

So, Pull with Bill, Everybody—in good, old, honest Peabodys.

PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

*Are
Almost
Everybodys.
Are They
Yours?*

WALKERVILLE :: ST. JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER

MEN'S WEAR REVIEW, May, 1919. Volume IX. Published every month. Yearly subscription price, $2.00. Entered as second-class matter July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.

DUPLEX
SUSPENDERS

Now $4.50 per Dozen

WITH this well-known brace now back on a 50-cent proposition, we confidently expect it to take its place once more as the largest selling cord suspender next to the President in this country. Quality has not been cut to allow this price reduction, but has been rigidly maintained. We have ample stock on hand to insure prompt deliveries.

DOMINION SUSPENDER CO.
LIMITED
NIAGARA, FALLS, ONT.

Big Values Backed By a Big Idea

THE right qualities plus the right kind of values plus the right kind of selling co-operation.

That's what sells

KITCHEN'S
"Railroad Signal"
OVERALLS
AND
WORK SHIRTS

to your customers. Our plans have been laid to help you sell Overalls and Workshirts that will stay sold to your customers. Judicious, consistent national advertising to the working men of Canada has spread the reputation of Kitchen Railroad Signal lines broadcast and has caused the Kitchen quality to be accepted as more than a mere name.

A reputation that is a big, dominant selling force. This stands for permanency and an influx of trade into your store.

As for the "Big Idea" write us about it. It is our offer to help you sell goods that stay sold.

The Kitchen Overall & Shirt Company, Ltd.
BRANTFORD - ONTARIO

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

The Kind of Clothes That Will Appeal To The Returned Men

They are coming back—Canada's Fighting Men—and after so many years of khaki they are ready and eager to slip again into civies.

These men are good prospects. They've got the wherewithal to buy the kind of togs that appeal to them. And they're going to buy from the store equipped best to outfit them properly.

College Brand Clothes measure up to the Returned Man's requirements. Beautiful Fabrics—Properly Styled — Hand Tailored — Popularly Priced. Clothes that will give him that snug "comfy" feel so much desired.

For immediate wants we have a well-selected stock of newest models in Suits and Spring Overcoats. Samples sent express prepaid on request.

Our men on the road now—
write for appointment.

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal
(READ BUILDING)

ZIMMERKNIT

TRADE MARK

ZIMMERKNIT is GOOD underwear—otherwise it could never have attained the popularity it now enjoys.

EVERY suit is sold with confidence in good stores everywhere. Confidence that means profit for both the customer and the store.

IF you are not selling ZIMMERKNIT Underwear, we suggest that you get in touch with us.

THERE is no doubt that it will prove the most satisfactory line of Underwear for your store to sell.

Above illustration represents one of our series of color display showcards. Supply is limited. Send your request early.

ZIMMERMAN MFG. COMPANY, LTD.

HAMILTON :-: CANADA

A Winner in Caps

Something new and nifty, the kind that will put "pep" in your business when you put them on display, and look at the price—$9.00 to $18.00 per doz. Reminds one of old times. Made in plain colors or tweed effects.

CHAMOIS CAPS

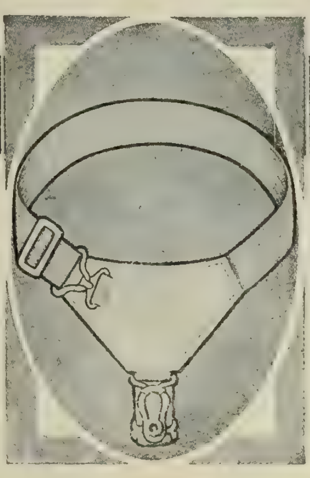
made in light and dark tan, light and dark grey, brown and greens. Well made and lined, in any style.......................... $15.00 per doz.

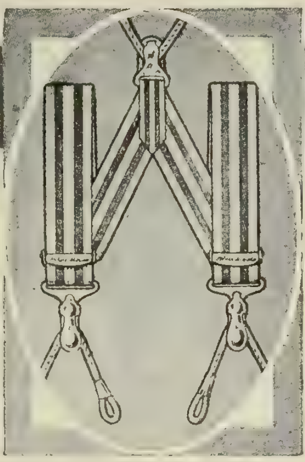
If there is anything new in caps we have them. Always look at our samples.

PALTER BROS., *Manufacturers of Children's Hats and Caps and Uniform Caps*

122 to 128 Wellington Street West TORONTO

Sphere Garters & *Sphere* Braces





Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.

Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. 32, George Street, Manchester.

WIDELY KNOWN

WIDELY POPULAR

A R C
BRAND
The Largest Patent Leather Factory
in the British Empire
A.R. CLARKE & CO., LIMITED

"A. R. C." Brand Working Shirts and Working Gloves

A.R.C. Brand Working Shirts and Working Gloves are known and liked because their staunch wearing qualities have been well proven during the years they have been before the public.

They are made in our big, well-equipped factory (illustrated above). Remember, **we tan our own leather**—one reason why we can offer you more attractive prices.

Let us quote you.

We also make Mitts, Moccasins, Sheep-lined and Mackinaw Clothing.

A. R. Clarke & Co., Limited

TORONTO

The Cream of New York and Rochester Styles for your youthful customers

Just the right ideas to win and hold the custom and the goodwill of the Boys and Youths of your town.

Our Boys' Clothes are well made in every respect—made to look right and to wear right.

In "First Long Pants" we offer a particularly attractive showing calculated to please from every angle.

Send a request to our new address—35 Church Street—and we'll have our representative call.

York Clothing Company
35 CHURCH ST., TORONTO

You can outfit the Boy also with Tower's Waterproofs

Here we picture for you one of our Waterproof Long Coats for Boys—a dependable weather resister, like the other Tower Waterproofs.

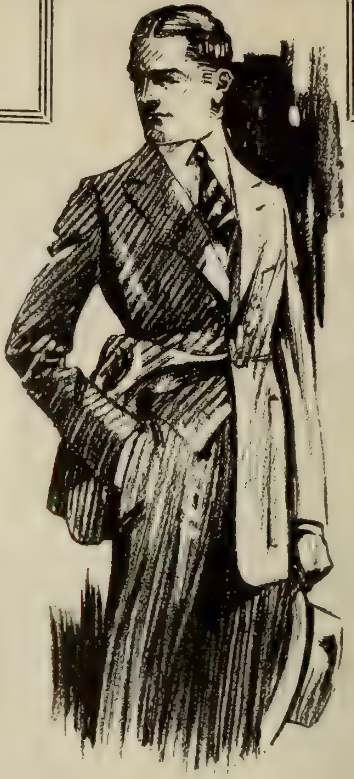
These Coats are made in seven different sizes, to fit boys from 6 to 15 years of age. Every Coat is fastened with Brass Clasps and the collars are lined with corduroy. Made in two colors, black and olive khaki.

TOWER'S TRADE MARK FISH BRAND

Coast to Coast Service

TOWER CANADIAN LIMITED
VANCOUVER TORONTO HALIFAX

"PROPER CLOTHES"
For Men and Boys



Clothes with the distinctive individuality that "gets across" with particular dressers

Every garment in the proper Clothes assortments for Fall and Winter is tailored and finished in a way that will focus attention on your window display.

And this applies to the juvenile lines as well as to the clothes for men.

Proper Clothes are fashionable without being grotesque and are made of sound, well-selected materials that promise satisfactory wear.

Have our salesman call with a full range.

Coppley, Noyes & Randall, Limited

Hamilton, Ontario

Broadway
BRAND

CLOTHES
for exacting men

UNUSUAL VALUES MAY, 1919

You'll like the "Dress-Up" Spirit of the new Broadway offerings

Broadway styles are not only up-to-the-minute but are, if anything, a trifle ahead of the prevailing modes. Broadway designers anticipate the trend of fashion's decrees and Broadway tailoring materializes these ideas and expresses them in a way that appeals to the taste and the purse of the correct dresser.

A request from you will afford you an opportunity of seeing the latest Broadway assortment. May we expect it?

RANDALL *and* JOHNSTON, Limited
TORONTO

A Spring Suggestion

Stock up with a good assortment of "Everyman's" Trousers. They are a wonderful spring trade stimulator. We don't believe you can get as good values anywhere else, certainly you can't get better. Write us to-day.

Davis Bros.

HAMILTON, CANADA

Hanson's Socks

TRADE *Hanson* MARK

THIS MARK APPEARS ON ALL OUR SOCKS

We are anticipating your order and are putting forward every effort to fill it promptly.

Hanson's Socks are especially noted for general wearability and honest construction.

They offer more retailing possibilities than other lines. In every pair is the imprint of maintained quality and quick-selling propensities.

If for any reason you have not ordered through my representative send order direct to the mill. It will receive my personal attention.

GEORGE E. HANSON

Manufacturer of

The Hanson Pure Wool Sock and Mitt

FRONT STREET HULL, QUE.

The Deacon Shirt Co.

Belleville, Ont.

Manufacturers of:

- **Working and Outing Shirts**
- **Flannels, all Shades**
- **Tweeds. Sateens**
- **Drills. Oxfords**
- **Flannelettes**
- **Night Shirts**
- **Pyjamas**
- **Boys' Waists**

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

The Deacon Shirt Co.

Belleville, Ontario

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

BRITISH "SPERO" MAKE

QUOD ERO SPERO

MAKE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

TRADE MARK REG'D

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Vigorous Styles
in Clothes for

Men,
Young Men
and
Boys

Every style studied by our Board of Designers. Every fabric carefully selected by our merchandise managers. Every suit and overcoat given that finishing touch of Quality that invariably goes into New Era garments.

'Tis the Quality behind the
Name that Counts

An Attractive Waist, Fine Model.

The Freedman Company

Sommer Building - - - Montreal

Quality Shirts

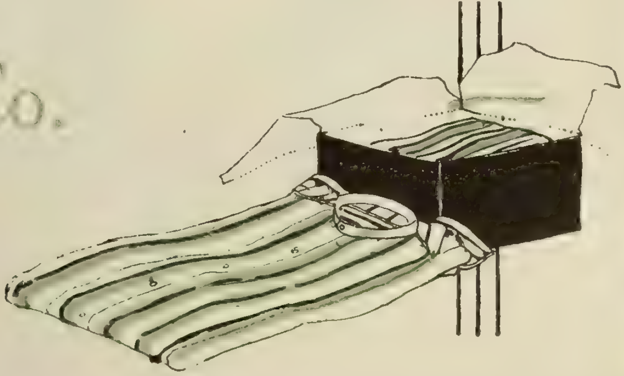
and Nothing Less

The many new ideas assembled in our present showing of LANG Shirts constitutes another powerful argument in favor of a LANG Season in your store.

A personal examination of these excellent fabrics and tasty designs will do more than any amount of advertising argument to convince you that LANG Shirts are real business-getters.

We are fully equipped to take care of your rush orders. Write or wire.

The Lang Shirt Co.
Limited
Kitchener, Ont.



MERCURY
SUMMER HALF HOSE
in Silk and Mercerized
MERCURY MILLS

THE Racine TRADE MARK

FLANNEL

The Shirt You'll Be Glad You Bought—

Whether you desire a shirt for work—for sport—the week-end—motoring—or just "lounging around"—indoors or out. ¶ Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.
RACINE WIS.

The same splendid quality and individuality in each model

This is the character of high-grade consumer advertising which reflects Racine Shirt quality, and will create a demand on your stocks. So be ready.

Our returning boys getting into mufti again will want something real "dressy." You can command their trade by featuring "Brock" and "Brock de Luxe" hats.

Travellers now out.

The **WOLTHAUSEN HAT CORP., Limited**

Head Office and Factory:
BROCKVILLE

TORONTO
SALES ROOMS
COSGRAVE BUILDING

MONTREAL
SALES ROOMS
MAPPIN AND WEBB BLDG.

H.B.K
BRAND.

Are You Putting on a Special Sale?

If so, let us know, as we have some lines of fine and work gloves and gauntlets which we can offer in assortments of sizes, styles, qualities and leathers at specially attractive prices.

Get in touch with us without delay.

THE HUDSON BAY KNITTING
COMPANY LIMITED
Montreal

BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

IN order to provide closer and speedier service for our Canadian customers, and to increase their number, we have opened a branch in the Stair Building, Toronto, and Mr. Hugh D. Marshall, our Representative, is carrying lines representative of all our departments, specializing in our famous "Belnit" Hosiery and Underwear, "Sutoplex" fabric gloves, and "Oberon" branded goods. We have been in the trade as manufacturers and merchants for well over a century and to-day BRETTLE'S are known throughout the world for Men's Outfitting of the better-to-best kind.

DEPARTMENTS

Hosiery and Underwear — In Silk, Cotton, Lisle and Wool
Shirts **Collars** **Ties** **Rugs**
Dressing Gowns **Bath Robes** **Pyjamas**

Manufacturers of "Oberon" Branded Goods,
"Belnit" Underwear and "Sutoplex" Gloves

TRADE B MARK
OBERON

"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES
"SUTOPLEX"
(REGD TRADE MARK)
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2, ENGLAND
Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

The DOMINION will dress up next Fall as it has never dressed up before.

There lies, therefore, a responsibility upon every DEALER to prepare for the Fall and Winter of 1919 a stock of clothing for his customers that both in variety and quality will not disappoint; and we and our magnificent organization have been "ON OUR TOES" in eager desire to provide fabrics and create models of unapproachable style and excellence of craftsmanship.

Our collection of models in JUVENILE, BOYS' AND YOUNG MEN'S Clothing for Fall, 1919, will be unapproachable, not only for its tailoring, but equally important — **the moderateness of prices**—which will enable our customers to sell large quantities, with **profit to themselves** and **satisfaction** to the **wearers.**

Our representatives are leaving for the road shortly—write now for an appointment.

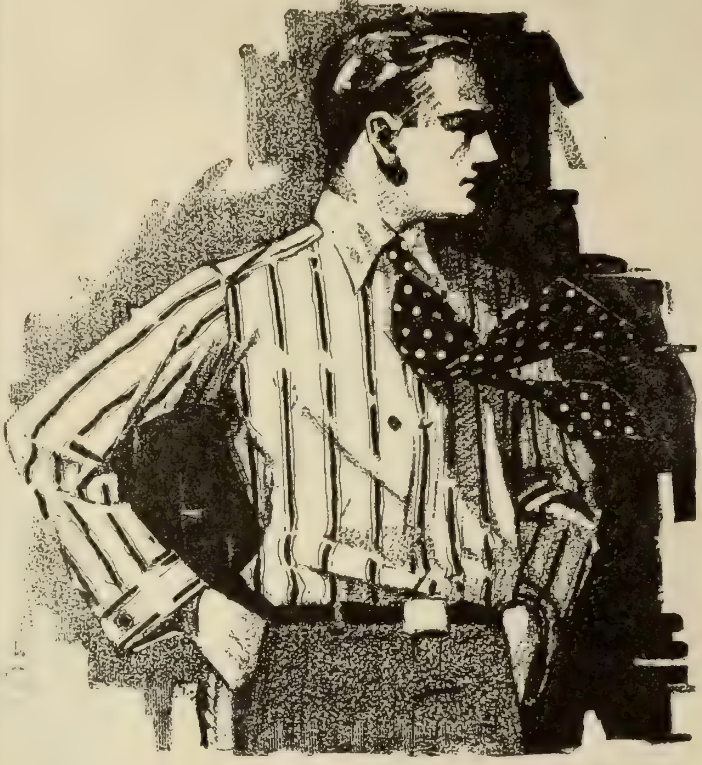
Schwartz & Jaffee, Inc., sell more Juvenile, Boys' and Young Men's Clothing to the most descriminating buyers in America. There's a Reason.

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT



Star BRAND

Shirts For Fall

Now being shown by our salesmen, comprise an exceedingly interesting range of materials and designs, selected from the best manufacturers.

STAR BRAND SHIRTS are made in stout, slender and regular models with sleeves made in lengths as ordered. Beautifully laundered and boxed. Altogether a good selling line.

Neckwear for Summer Trade

Keep your stock well assorted for May 24th holiday and Summer trade, as there is bound to be a big sale.

New Patterns constantly being added to our range, including Swiss Silks of rare beauty and design. Prices, $6.50 to $27.00. Bat Wings and all the Summer novelties.

VAN ALLEN CO., LIMITED

HAMILTON :-: CANADA

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec
St. John, N.B., Halifax. Montreal, 153 Notre Dame Street West

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

S R & Co

"Fit Well"

WATERPROOF

BEST BRITISH MAKE

There never was a more popular Raincoat than "Fit-Well" Waterproofs

You'll find it an easy matter to sell "Fit-Well" Coats. They are neatly and correctly designed—classy looking in every detail—the right raincoat for the man who dresses well.

Our Salesmen are now showing the New Season's Assortments

Including some stunning ideas in Waterproofs for Ladies.

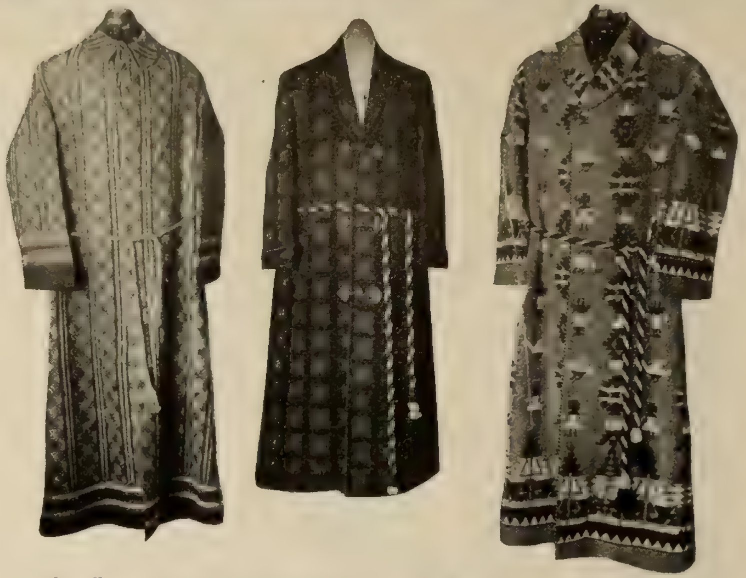
A full line of samples for prompt shipping.

S. Rubin & Company

Mfrs. of the "Fit-well" Waterproofs

437 ST. PAUL ST. W., MONTREAL

FIT WELL WATERPROOFS



Always in Demand

Nothing that you can stock will prove as ready a seller as an attractive bath gown or dressing gown. These chilly Spring mornings and evenings the man of the house wants a gown that will be serviceable as well as presentable. Then, summer bathing days are coming, and a gown is as indispensable as a bathing suit.

We have gowns and robes in a wide range of attractive styles and colors.

Have our traveller show you our new lines.

CAULFIELD, BURNS & GIBSON, LIMITED

60-62 Front Street West **TORONTO**

---

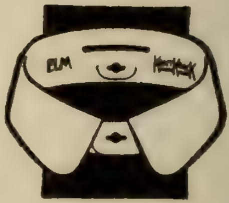
12 to 19

14 to 19

KANTKRACK

Trade Mark Registered

11½ to 18½



11½ to 21

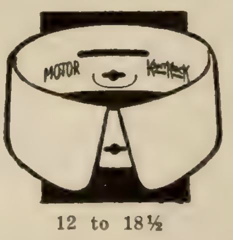
The linen-like composition collar with the instant cleanable features and extra wearing qualities will convince the wearer of its many economic advantages over any other collar. A style and a size for every customer.

The Parsons *and* Parsons Canadian Co.

Est. in U.S.A. 1879 **Hamilton, Canada** Est. in Canada 1907

13 to 17

12½ to 18½



12 to 18½

12 to 18½

NCR Credit File.

Every merchant needs accurate store records for two purposes

1. Every day he needs a complete, accurate record of his store transactions to successfully control his business.
2. He needs these same figures every time his banker or wholesaler calls on him for a financial statement.

He also needs them to know how much money he is making, and what it costs him to do business.

Every merchant can get a record of his store transactions in two ways—slowly by hand, or quickly and accurately by machinery.

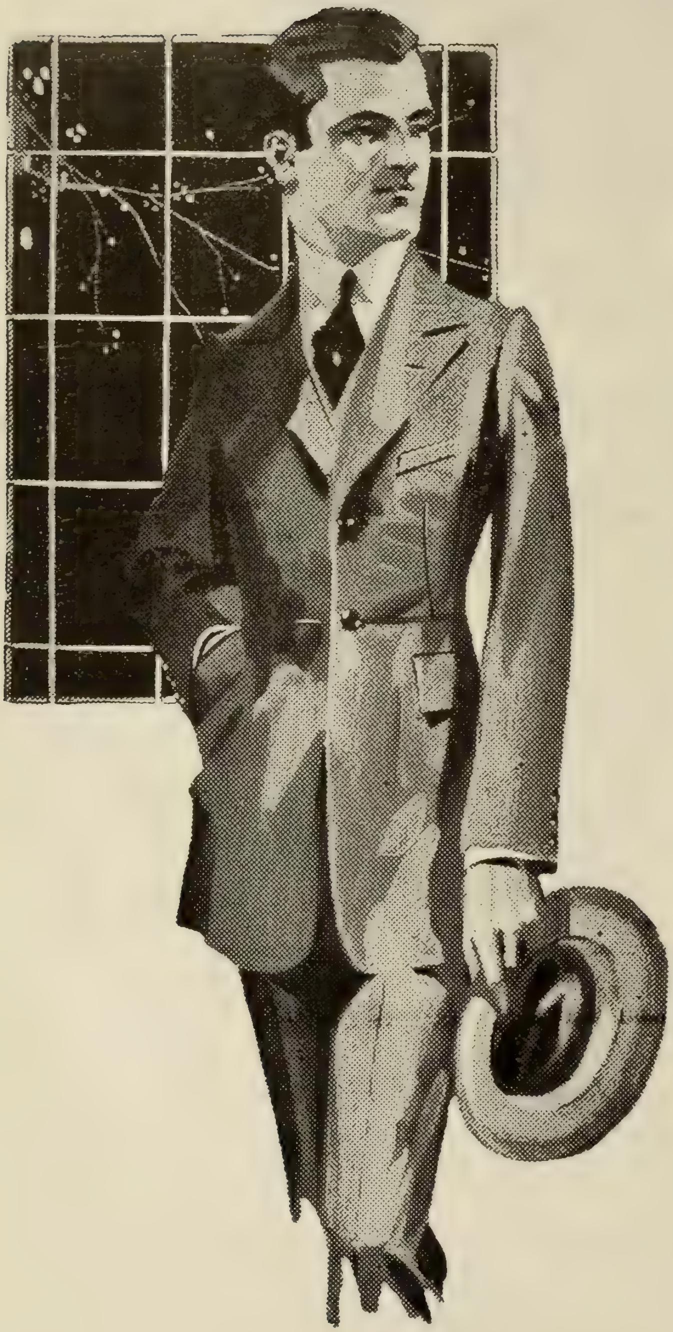
A modern National Cash Register will give him accurate, unchangeable records. It will classify, add, and certify. It will save him work and reduce his expenses.

No merchant should keep records by hand that can be kept so easily by machinery.

A post card will bring full information about how an up-to-date National will take the drudgery out of keeping store records.

The National Cash Register Company of Canada, Limited
Toronto, Ont.
Offices in all the principal cities of the world

"Suiting" the Soldiers---your Opportunity



The man who fought for victory demands Good Clothing —ELK BRAND CLOTHES look well, wear well and give exceptional value.

Put yourself in a position to secure a big share of this money-making trade by looking over the unusual values we carry in stock and offer for immediate delivery, so you can take good care of this increasing trade.

Large assortment of Boys' Suits in stock for immediate delivery. We can ship the same day as order received. Take advantage of our service.

Have you placed that Fall order yet?

See our traveller—a postcard brings him.

J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

Vitre Street : : Montreal

The Recognized "Best"

Many others have tried and are trying to imitate and equal the famous Kayser Chamoisette Glove. It is acknowledged among buyers that the one which creates envy in imitators is the recognized "best."

CHAMOISETTE GLOVES FOR
LADIES and MEN

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

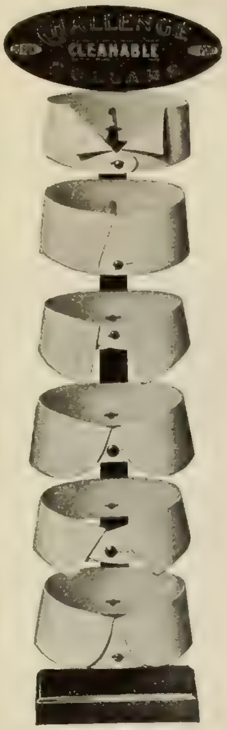
The originators of the well-known Chamoisette Glove and the owners of a registered trade-mark covering same are the Kayser Company, Incorporated, the largest manufacturers of silk and other fabric gloves, Hosiery, Underwear, etc., in the world.

Merchants who wish to preserve their own reputation and that of high-class products should, therefore, be careful that only the real Chamoisette Gloves are sold under this name.

All Kayser real Chamoisette Gloves bear the above trade-mark and are for sale solely in Canada by

PERRIN FRÈRES & CIE.

SOMMER BUILDING
MONTREAL



DU PONT CANADIAN INDUSTRIES

"Challenge Cleanable Collars"

WE want every dealer who sells "Challenge Cleanable Collars" to have one of our counter collar stands.

Place it in your window or on your counter, with a range of "Challenge Cleanable Collars," and watch your sales grow.

Finished in mahogany, they are designed to harmonize with your fittings generally.

Write to-day

The Arlington Company of Canada
LIMITED
Sales Offices: 63 Bay Street, TORONTO
Montreal Winnipeg

DU PONT

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

The Regent Cap Manufacturing Company

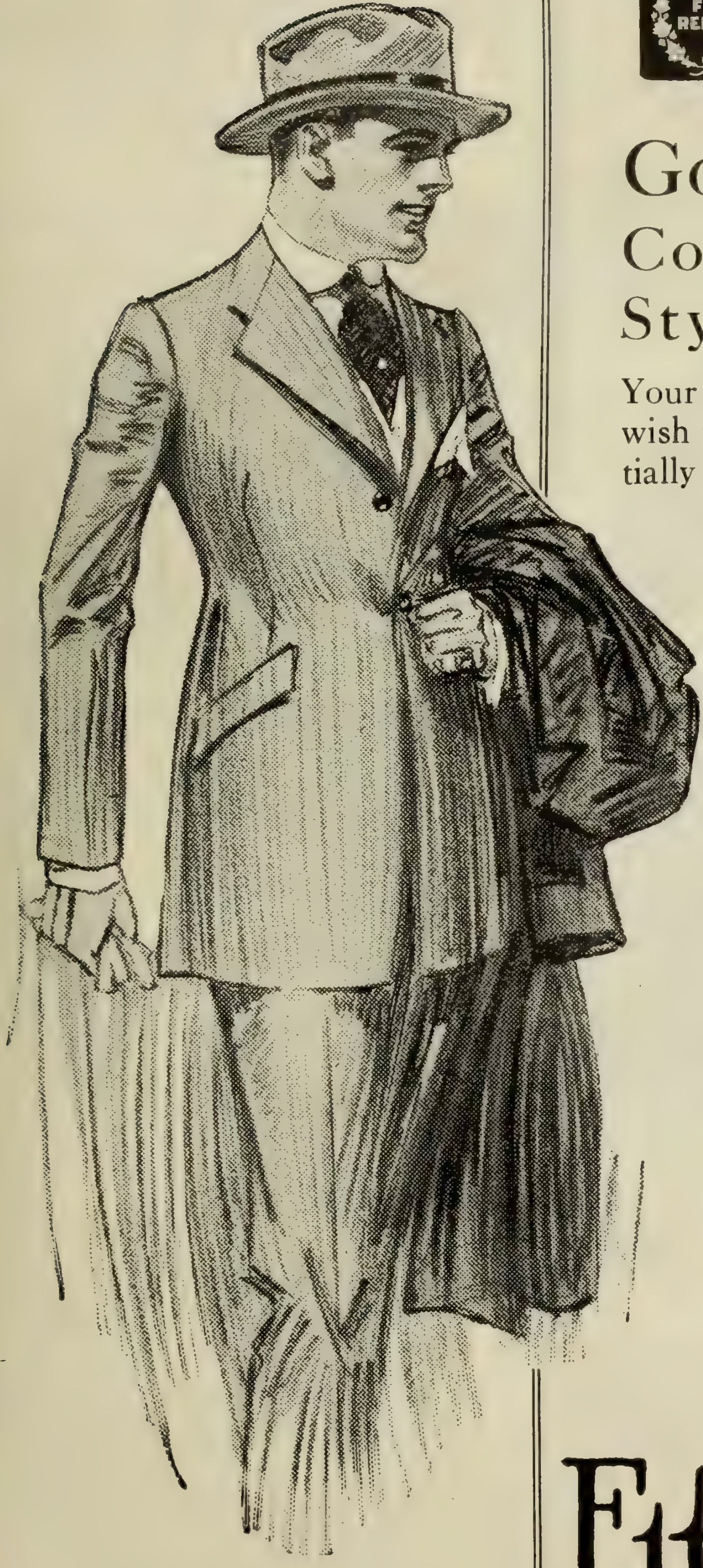
have removed from 149 Notre Dame Street West to new and larger premises in

THE JACOBS BUILDING
282 St. Catherine Street West, Montreal

In our new quarters with increased floor space, more light and modern conveniences, also central uptown location, we hope to be able to give you a still better service than in the past.

The Regent Cap Manufacturing Company

Makers of Cloth Caps for Men and Boys



FIT REFORM Fit-Reform

Good Taste Combined With Style Correctness

Your young men customers, who wish to wear clothes that are essentially correct without being bizarre, will find their true ideal correctly expressed in the new creations now being shown under the Fit-Reform label.

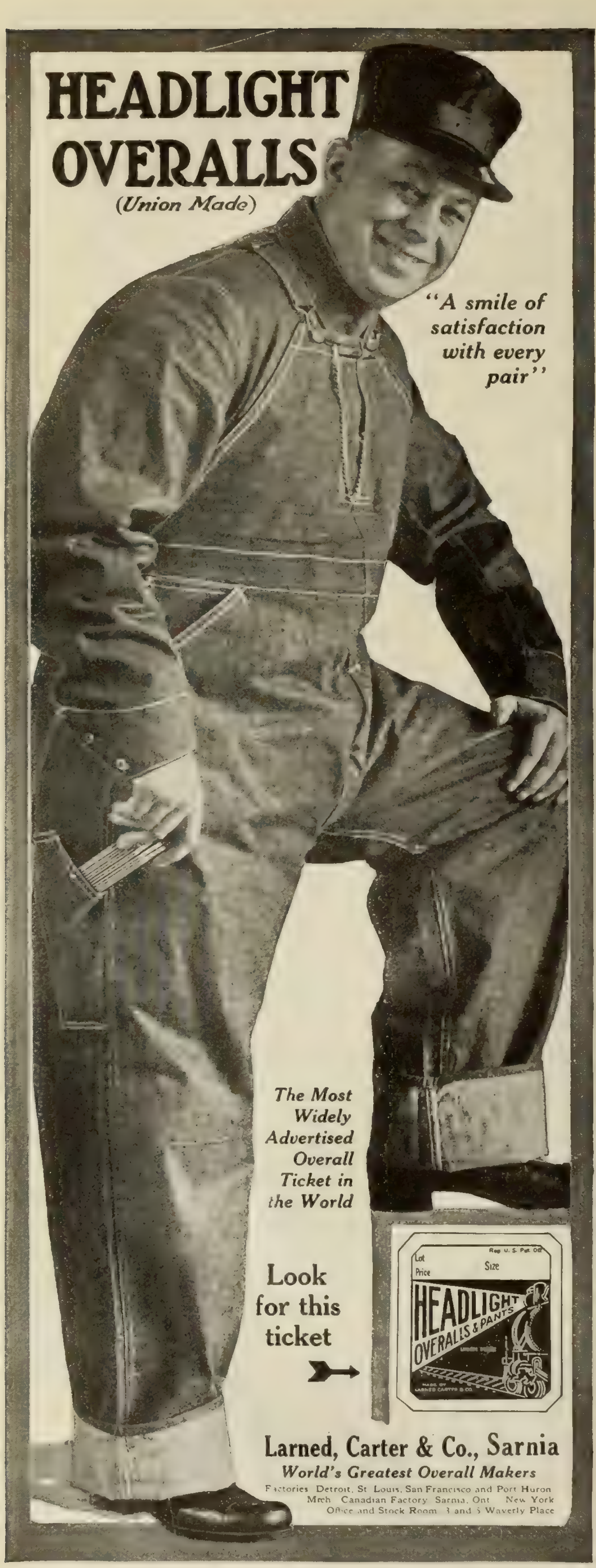
Our styling staff have embodied in every Fit-Reform garment for Fall and Winter that ultra-distinctiveness and individuality that have made the name Fit-Reform the Synonym of Clothes Correctness.

The Fit-Reform Special Order proposition is worth connecting with.

Write for Particulars.

E. A. SMALL CO.
LIMITED
112 BEAVER HALL HILL, MONTREAL

Fit-Reform



HEADLIGHT OVERALLS
(Union Made)

"A smile of satisfaction with every pair"

The Most Widely Advertised Overall Ticket in the World

Look for this ticket

Larned, Carter & Co., Sarnia
World's Greatest Overall Makers
Factories Detroit, St Louis, San Francisco and Port Huron Mich Canadian Factory Sarnia, Ont New York Office and Stock Room 3 and 5 Waverly Place

You can now buy best quality "Headlight" Denim Indigo Blue

HEADLIGHT OVERALLS

at $27 per dozen

Here's our guarantee to you

Send us a sample order. When the goods come in, call your clerks together and examine the shipment critically. Go over the goods with a tape measure—try them on. If the consensus of opinion does not pronounce these HEADLIGHT overalls the ***best that ever came into your store,*** pack them up and ship them back to us, and ***send us a bill for your trouble and expense.*** It will be paid cheerfully and without a quibble.

Our guarantee to wearer

Every garment may be offered under the following guarantee:

> ***"Wear a pair 30 days. If, at the end of that time, you do not say that the HEADLIGHT is the best overall you ever wore, your money will be refunded cheerfully."***

What's the use of handling second grade overalls when you can buy the widely advertised, high grade HEADLIGHT at $27.00 per dozen.

Made in Elastic Suspender Back and High Back Styles

Order now—beat your competitor to it

Date________________191

Ship to ________________________

Address________________________

When to ship____________________

Lot No.______ OVERALLS

LENGTH	REGULAR SIZES					WAIST				EXTRA SIZES			
	30	31	32	33	34	36	38	40	42	44	46	48	50
30													
31													
32													
33													
34													
35													
36													

Lot No. COATS

REGULAR SIZES						EXTRA SIZES		
34	36	38	40	42	44	46	48	50

With this order include a complete assortment of advertising and dealer's selling helps

Figure It Out For Yourself!

Isn't it good business to deal with a firm with a worthy reputation—a firm that can supply you with the **Right Goods at the Right Prices?**

Our record during past years is a mighty sure indication that we possess the confidence of the trade—that we know the market, and that we can furnish our clients with just the right kind of goods at prices that keep them moving.

We Carry an Exclusive Men's Department

Complete Ranges of Men's Staple Furnishings, Men's Fancy Furnishings, Underwear, Sweater Coats, Waterproofs, Collars, Neckwear, Sox, Umbrellas, etc., etc., etc. Also

We Manufacture for This Exclusive Men's Department

Complete Lines of Men's Dress and Negligee Shirts, Working Men's Wearables.

Shirts—"Racine" Working, "Hero" Fine, and "Strand" (Chemise de luxe).

"Lifesaver" Overalls and Smox—"Samson" Pants and "Record" Sox.

Our Letter Order Department is equipped to handle your urgent requirements promptly. Write, Wire or Phone.

"The Beaten Path Leads To Racine"

Alphonse Racine Ltd.

"THE STAPLE DRY GOODS HOUSE OF CANADA"

60-80 St. Paul St., West MONTREAL, CANADA

SAMPLE ROOMS—OTTAWA QUEBEC THREE RIVERS SHERBROOKE SYDNEY, N.S. TORONTO
FACTORIES BEAUBIEN ST., MONTREAL; ST. DENIS, ST. CROIX, ST. HYACINTHE

There's going to be another great run this Summer on Carhartt's Allovers for Kiddies

ALTHOUGH we realized how good the garments were, how likely they were to "take" with mothers of little folks, it was very encouraging the way orders came in last year for this popular type of children's overalls.

However, when you come to think of it, this result is hardly surprising after all. Mothers for a long time have been looking for something that would save the youngsters' better clothes and at the same time keep them neat and clean in appearance. Carhartt's Allovers for Kiddies meet both requirements. They completely protect the children's clothes and stockings and at the same time look stylish and smart.

EIGHT HOUR WORK DAY
CARHARTT'S
GLOVES
OVERALLS
TROUSERS

Dressed in a suit of Carhartt's one-piece Allovers the little ones can romp and play to their hearts' content. Roomy and neat in cut, Carhartt's Allovers are doubled stitched throughout, while the pearl buttons are firmly sewn on. They are especially designed to stand the strain of rough-and tumble play. They are made up in plain and fancy galatea in various sizes and only have to be shown to find a ready sale.

Carhartt's Allovers for Kiddies are now being extensively advertised in a list of women's magazines, circulating throughout the whole Dominion. Such publicity is going to stimulate further the demand for these popular garments and benefit the dealer who carries them.

Send along your order for a sample assortment. You'll like them and so will your customers. Prices have now reached rock bottom; the cotton market is stiffening up as a result of the abnormal demand for raw material, and prices far from going lower are likely to go higher. Moreover, there is a large import business in sight, so that all in all it would seem good business to order now while we can supply your needs.

Hamilton Carhartt Cotton Mills, Limited

Manufacturers of Men's Overalls and Workgloves
and Carhartt Allovers for Men, Women and Children.

TORONTO MONTREAL WINNIPEG VANCOUVER

S. LEVINSON, SON & COMPANY

(Clothing Manufacturers)

HAVE REMOVED

from **311 Notre Dame Street W.** to

THE JACOBS BUILDING

282 St. Catherine Street W.
MONTREAL
(in the heart of the uptown district)

With larger and more modern premises we hope to be able to give our customers a still better service than in the past.

A Large Range of the Better Lines of Shirts for Fall

THE lines our travellers are showing for Fall are worthy to sustain our reputation as makers of the better class of shirts.

The cloths have been selected with care and include the finer grades of Percales, Scotch Madras, Silk Striped Taffetas, Fibre Silks, Pure Jap Silks of the heavier grades, English Silks and a variety of Novelty Cloths.

W.G.&R.

SHIRTS WITH DOUBLE WEAR CUFFS

Trade Mark *Patented 1918*

are the most popular on the market to-day. The demand grows greater all the time. The Double Wear Cuff—"The cuff that doubles the life of the shirt"—is the best selling feature and the only radical improvement in a shirt since we introduced the coat shirt to the men of Canada.

The Williams, Green & Rome Co., Limited

Factory and Head Office: Kitchener, Ontario
Branches at Montreal, Toronto, Winnipeg, Vancouver

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX. TORONTO, MAY, 1919 No. 5

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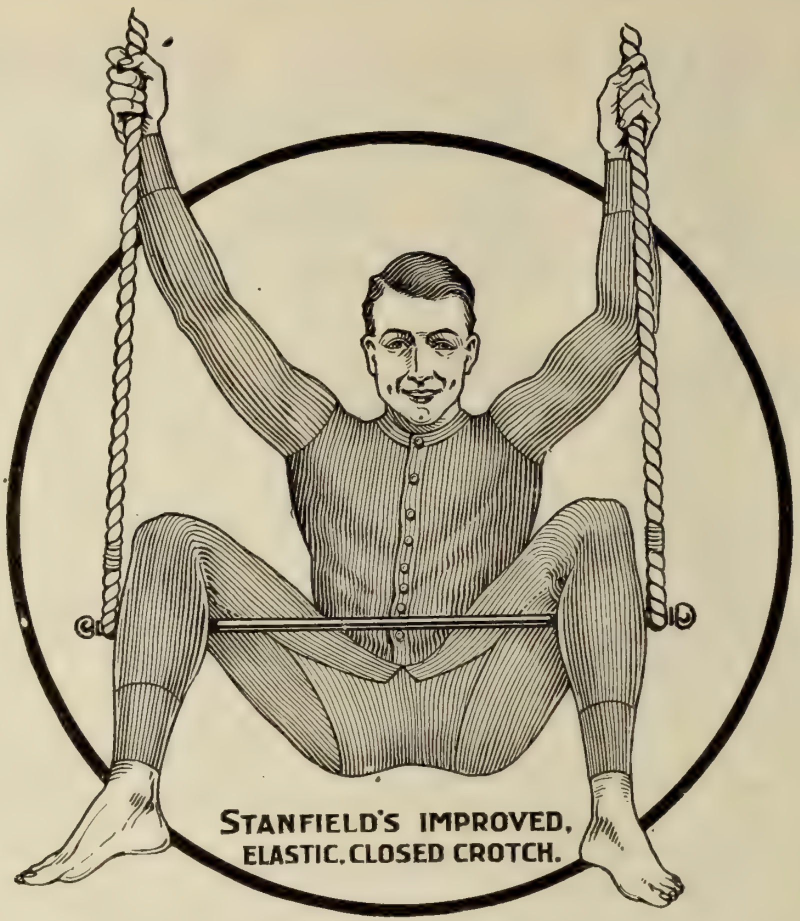


Stanfield's travellers are swinging your way with samples of Stanfield's Unshrinkable Underwear for next Fall delivery.

The only road to early delivery is early ordering.

The demand for Stanfield's Standardized Underwear will be as usual, plus the demand from the returned soldiers.

We protect you against any drop in our prices. We book your order at the maximum prices and invoice same at our prices prevailing on day of shipment.

MAKE

STANFIELD'S
Unshrinkable
UNDERWEAR

Your Leader for Next Fall.

MWR

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, MAY, 1919 No. 5

NO ROOM FOR PESSIMISM IN CANADA

Business Better Than Most Optimistic Expectations—Clothing Factories and Other Industries Allied With the Men's Wear Trade Working to Capacity.

TO-DAY, where are all those persons who were loudest in crying retrench, conserve, prepare for the worst, for when peace is declared there will be a period of commercial stagnation? One may well ask where are they? And if the question was followed up by action, one would find them at their desks, busy, worried, irritable; not because their factories were idle, but on account of the difficulty they are experiencing in filling orders with the present staffs of operators, realizing that Canada has before it, is now in the midst of, a period of expansion instead of the stagnation period they had predicted, for when peace was referred to in those days, one meant cessation of hostilities, and if the present prosperity is due to the cessation of hostilities, is a fair example of what the future has in store for us, then we need worry, for we are just as unprepared for expansion commercially as we were for retrenching in 1914.

Expansion

Canada to-day is an exporting country, not only in food products, but in manufactured goods. The war has taught the manufacturers one lesson—and that is in "unity there is strength." They have formed different associations, have sent representatives abroad, and have succeeded to a very great extent in securing Canada's share of the after-war orders. And it is through the publicity these associations are getting that we are reminded of the wonderful opportunity there is for Canada to expand.

Confidence

The whole of Canada has more confidence in itself, fostered no doubt by the success of its troops in the spirit they displayed in getting what they went after, and what is more, getting it by fair-play methods; her commercial army is now out to do the same thing, with the result that everywhere there is prosperity.

Unemployment a Myth

Not so long ago we all were wondering what would become of the thousands of employees thrown out of the closing munition plants, skilled men and women. It was felt that public works should be started to take care of them until factories got back on a peace basis. Now with the shorter working hours, the loss in production caused by them, and the rapidity with which the factories have adjusted themselves to manufacturing of more peaceable production, the question has solved itself and to-day, labor is at a premium even with larger wages and shorter working hours. True there is a certain amount of unemployment, but in most instances, it is the fault of the wage earner who, having a surplus, hates to start in at a lower rate than earned in munitions plants.

Reconstruction

A term that as far as Canada is concerned is almost an empty one, for reconstruction means to re-build. How much have we to re-build? A few munitions plants, that in most instances have been sold lock, stock and barrel, that community only within a very small radius being affected. Our reconstruction has been and is simply a passing from an era of uncertain prosperity divided amongst a few to a general prosperity scattered among the factories, the wholesale houses and the retail merchants over the whole Dominion of Canada, and this only the beginning, for shipping is not back to normal yet and only the fringe of the export business touched.

Exports Affect Prices

As always or nearly always demand and supply govern prices, although of latter years and especially now, labor has been a factor to reckon with. With the increased exports, creating a comfortable shortage and imports as yet small, prices are bound to remain stationary or if anything climb higher; add to this the labor conditions mentioned previously and it is safe to predict higher prices in all lines related to the men's wear store.

The Consumer Pays

The merchant need not hesitate to ask a price that will return a fair margin of profit, for the average individual is reading in the daily press articles that refer to the higher prices of general commodities, and is prepared in most instances to pay the price. Sometimes he asks (as is natural) why he should have to pay so much, he has already been educated to expect higher prices of most things he buys and the act of enlightening his mind on the particular article you are trying to sell him should be a matter of simplicity, if you yourself are in possession of the basic facts relating to the higher costs of production on the lines you are stocking.

The Soldier Business

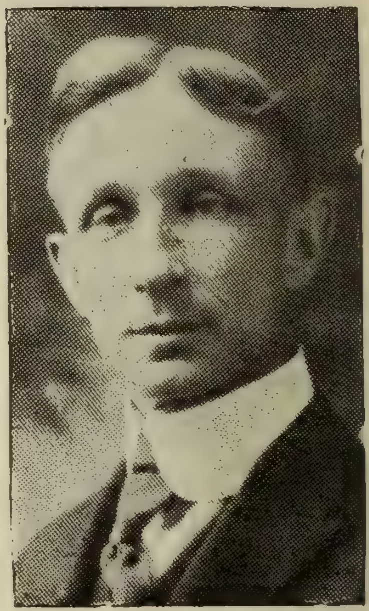
Everywhere one hears that the business done with the returned soldiers buying civilian outfits has surpassed the most extravagant expectations. The prices paid have been good, and the quality demanded is usually the best. An outfit invariably runs over $135.00 and is considerably more where the merchant carries a complete line from socks to hat as it were. Are we not right then when we say there is no room for pessimism in Canada to-day? And especially is this true in relation to the men's wear trade, for they are getting the cream of this desirable trade as well as sharing in the general prosperity of the times.

THE TWO MACS CELEBRATE THIRTIETH ANNIVERSARY

By Our Ottawa Correspondent

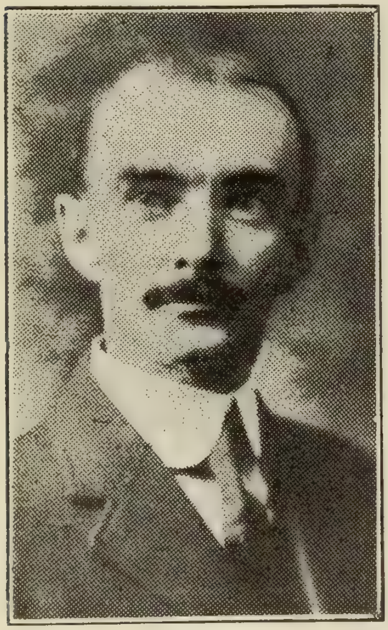
S. McCLENAGHAN
President and Managing Director

THE 2 MACS, LTD.
"The Busy Store on the Busy Corner."
Established 1889



W. H. HASLEY
Vice-President.

S. L. McCLENAGHAN
Advertising Manager



FRANK BROOK
Treasurer

H. A. ROSE
Chief Designer

THE old haberdashery and clothing firm of the Two Macs, Ltd., celebrated its thirtieth anniversary on St. Patrick's Day with a sale, which was nearly as big in its way as that one held a few years ago, advertised as "A Bird of a Sale," when the crowd was so great that they broke down the floors, and the sale had to be called off for several hours, until repairs were made. This St. Patrick's Day sale was a good chance to try the effect of the improvements recently made in the store, which has been remodelled, so as to make an arcade running from Sparks to Queen street, enabling customers to get quickly from one department to another. The broad aisles in the new store give more room, show goods better, and provide for a quicker service.

In the store as remodelled, the hat department has been moved, so as to relieve congestion on Saturdays and other rush seasons. The made-to-order department being also by itself, given more privacy to customers.

The size of the present store is two hundred feet by sixty-six feet, fronting on both Bank and Sparks. There are six exclusive departments with a manager for each, run as separate stores, each man having his own clerks and doing his own buying, and having his rent charged up to him in proportion to stock and sales. Window space is allotted on the same basis. The present officers of the company are as follows: President, Stuart McClenaghan; vice-president, W. H. Hasley; secretary-treasurer, Frank Brooks; assistant secretary and advertising manager, Lyon McClenaghan; head cutter, Sergt. Rose.

Lt. McClenaghan and Sergt. Rose have recently returned from the front. The former has been given charge of the advertising, and is making good at it. Mr. Rose, the cutter, came back with the Princess Pats, just in time to jump in and get to work at the big volume of business the returned men are bringing. The Two Macs recently gave a most enjoyable dinner in honor of the men who came back.

In speaking of present business, Mr. Hasley says it is extraordinarily good. The returned soldiers are bringing it along with a rush. "During the past three months," said he, "we have been seeing the old-time business, which some

(Continued on page 61)

THE BUSINESS SITUATION—AN ANALYSIS

With Special Reference to the Clothing Industry.

By COHEN, GOLDMAN & CO., New York

Editor's Note.—The following article will somewhat offset the many rumors we hear about clothing being cheaper on the other side of the border. We have also heard that there is a large surplus of cotton and woollen goods, and some of us have felt that sooner or later these surpluses would affect our markets here and tend to ease the prices down. Although this forecast has special reference to the conditions of the clothing industry in the United States, similar conditions exist here in a more aggravated form, as there is no apparent surplus of wool at the present time, nor is there likely to be any within the next six or eight months.

FOLLOWING is a letter typical of enquiries we are receiving from all over the country, and as there is apparently a widespread desire for information, we have decided to again attempt a forecast of fall business conditions in the clothing industry, based on our analysis of the present situation:

"Gentlemen,—Rummaging through my desk to-day I found a pamphlet you sent out to the trade two years ago, analyzing business conditions at the time America entered the war. At that time business was very dull and the outlook uncertain.

"You predicted very accurately the extent of the Government's purchases, the rise in prices and wages, the great increase in the cost of clothing, and the big volume of business that would follow. As we are apparently facing another period of uncertainty I would like to ask you for your opinion now of the present situation.

"Business with us has been big. We are selling our Spring clothing at good prices even though they look inordinately high, and some of them are very poor in quality.

"But now some of our mills have slackened down and men are being thrown out of work. Besides there seems to be a softening of wholesale prices because manufacturers have made reductions to us on some of their Spring numbers. As the Fall clothing lines will soon be shown we would like to have opinion as to whether it is advisable for us to pursue a hand-to-mouth policy in buying, or whether we ought to place our usual advance orders for Fall.

"Any opinion you can give us bearing on the future will be very much appreciated.

"Very truly yours,
"W. S. T. & Co."

Contrasting Present Conditions

To begin with there is a great difference between a period of readjustment and a period of depression or reaction. Heretofore our experience has been with depressions or reactions, brought on by over-production, over-speculation, and over-extension of businesses and credit. In those times there were many business failures. Credits had to be watched with extreme care. Business men were pessimistic, and the periods were marked by a general lack of confidence.

In contrast to this we have just been through an era of remarkable prosperity, in which business industries have accumulated large surpluses and the rank and file of our population have saved money. Instead of over-production there is almost a condition of under-production. A tremendous amount of business energy has been held in restraint during the war. Many enterprises have been delayed which ought to be undertaken, such as building operations, the production of farm implements, machinery, tools, railroad equipment, textiles, automobiles and hundreds of other things. In fact, the amount of work to be done is so large that it is hard for progressive firms to restrain themselves from going ahead and getting their share of it.

The one single thing that does restrain them is the question of deflating extravagant prices of commodities, or if that cannot be accomplished immediately, to at least get prices on a stable basis by eliminating the fear of further radical declines.

Deflation of Prices

In studying the significance of the reductions recently made by manufacturers on Spring goods, we must be careful not to misjudge the situation. If we look for a too radical further decline we are apt to be misled.

The world is on a new price-level, controlled by high wages, heavier overhead costs, and many other influences. Prices can only be deflated to a point that is justified by new world conditions. After the Civil War it took ten years for general commodity prices to return to the pre-war levels, and it took seventeen years for clothing prices to get back to those prevailing in 1860.

What the Problem Really Is

So our problem is simply this: It is not going to make a great deal of difference to any of us as far as Fall prices are concerned, whether Fall prices are radically lower or not. The thing of supreme importance is, "Will the opening prices be stabilized for the season or are we likely to encounter a series of violent slumps?"

Controlling Factors

Inasmuch as it is generally known that labor and overhead costs will remain high, and as clothing will be marked on a narrow margin of profit right from the start, the only things remaining that can control Fall clothing prices will be the raw wool market and the piece goods situation.

Raw Wool

The wool situation is this: The recent sales of Government-controlled wool at auction show declines of 10 per cent. to 25 per cent. from the former high level, and are approximately now on the basis of the English price, and at least double that prevailing on wools before the war.

The price is controlled by that. All of Europe is practically without wool and will have to replenish its supply as soon as peace makes possible a resumption of International trade. It is true that in Australia there is a large accumulation due to lack of transportation facilities, but in spite of that the shortage in Europe should completely offset all of the accumulations in the hands of the Governments and the wool dealers. Some authorities predict that wool will go up as soon as peace is declared, and even the most pessimistic anticipate nothing more than a very gradual decline.

The Peace Goods Situation

But regardless of the wool situation the whole piece goods market has been stabilized by the American Woollen Company, whose strong financial position gained during the war has enabled it to disregard profits, so, facing the necessity of providing work for its vast number of looms, its directors determined on a very vigorous selling policy by discounting a downward trend of prices. They therefore opened their Fall lines at substantial reductions which, in the opinion of the trade, represent a very small margin of profit, and the American Woollen Company has guaranteed these prices for the season. The result is that buyers have gone in and bought freely; in fact so freely that in some departments thus far opened the American Woollen Company has actually been compelled to reduce the size of the orders.

This has had the effect of compelling other woollen manufacturers to make their prices much lower than would otherwise have been made, and has resulted not only in stabilizing the woollen market but it has actually created a very firm tone that was wholly unexpected sixty or ninety days ago.

Retail Fall Business

The prospects for Fall volume in the retail business look favorable. In most sections of the country the return of two million men to civilian life will greatly increase purchasing power in men's wear lines.

In manufacturing centres, mills will be operated because practically all im-

(Continued on page 60)

CLOTHES IN ENGLAND LIKELY TO REMAIN AT PRESENT HIGH PRICES

From Our London Correspondent

ALTHOUGH the wool section of the War Office has announced a reduction in price, and the London wool auctions have been resumed, both facts tending towards a more plentiful supply of cloth, prices are not expected to be reduced this year. The principal causes operating in favor of maintaining high prices may be summarized as follows:—The Government have been commandeering civilian cloth and clothing to provide standard suits for the demobilized soldiers on a large scale to supplement the output of the army clothng stores which has been too small to meet the increased demand. The scarcity of raw material and the shortage of skilled labor has hampered the tailors. It has also been the practice of the latter to put up a great deal of their unfinished goods into the hands of out-door workers, a great number of whom were either women, or foreigners. The latter during the war have to a great extent become unavailable as enemy aliens, and the former have deserted their old occupation for more remunerative work. Of course a number of those who gave up tailoring for making munitions now figure amongst the unemployed, but until their out-of-work donations come to an end, they are unlikely to return to the needle.

As an indication of London prices for ready-made clothes West End stores are now charging about sixty dollars for high grade suits.

Demobilized soldiers are now given the choice of keeping their uniforms minus buttons and badges. Khaki is being dyed blue and brown—these being the favorite and most suitable colors.

ENGLISH WOOL TRADE

At the end of the month skin wools will be decontrolled. Generally the clip is not expected to be a good one on account of the cold and abnormally wet weather experienced which has saturated the pastures.

Yarns for early delivery are reported to be in good demand, and the hosiery business has plenty of heavy fabrics on hand for delivery in the Fall.

The clothing trade is very brisk, and all available labor is well engaged.

BRITISH LACE TRADE DEMANDS PROTECTION

Nottingham lace manufacturers have issued a report stating that the imported laces which compete most seriously with British industry are produced principally at Calais, St. Quentin and Lyons on machinery made for the most part in Nottingham. The French manufacturers enjoy the protection of tariffs, so that, whereas, British manufacturers are only able to export to France annually, roughly £250,000 worth of goods, French manufacturers, not being handicapped, are able to send us laces amounting to between £1,000,000 and £1,250,000 worth annually. Moreover, the wages paid in France are considerably below the British standard. Proposals to meet the situation are the imposition of an ad valorem minimum duty of 25 per cent. on all laces, nets, curtains, and embroideries imported, or, alternately, countervailing duties to adjust import prices in order to prevent competition arising from the cheaper cost of production abroad. It is recommended that a protective but not a prohibitive tariff be imposed both on goods and machinery for at least ten years.

THE QUESTION OF JAPANESE COMPETITION

The late Director of the British War Trade Department, Lord Emmott, discussing the question of the export of cotton and woollen piece goods, has stated that Canadians tell him that they can buy cheaper from the Japanese than from Manchester. The removal of the blockade would enable manufacturers to deliver to customers in Scandinavia and Holland millions of pounds' worth of cotton and piece goods which have been ordered and made and cannot now be sent on account of the blockade. That would be a very real help towards the present stagnation. Business would get going again, and enable manufacturers to get fresh orders, start more looms, and employ more hands, and it would inspire a feeling of hope where now only depression exists. Part of the trouble in the cotton trade is, however, due to the absence of orders from India, which makes these European markets more valuable to the trade than ever.

ENGLISH LACE FACTORIES CLOSED BY COAL STRIKE

The effects of the coal strike in Nottinghamshire have been severely felt at many local factories, including those of lace manufacturers and pressers, which have closed down. One works employing fifteen hundred hands has been suspended.

BRITISH CLOTH FOR FRANCE

Until the spinners of Lille and Roubaix are able to deliver supplies again, the French Minister of Reconstruction promises to admit enough British cloth to bring down tailors' prices and to facilitate manufacture by French firms of a type of material which will make clothes generally 45 per cent. cheaper by July. This will give an opportunity to Yorkshire woollen merchants who were refused permission to import into France £10,000,000 worth of cloth made to French order. Parisians are at present having to pay £12 or £15 for a new suit of clothes.

BOOM IN SILK HAT TRADE

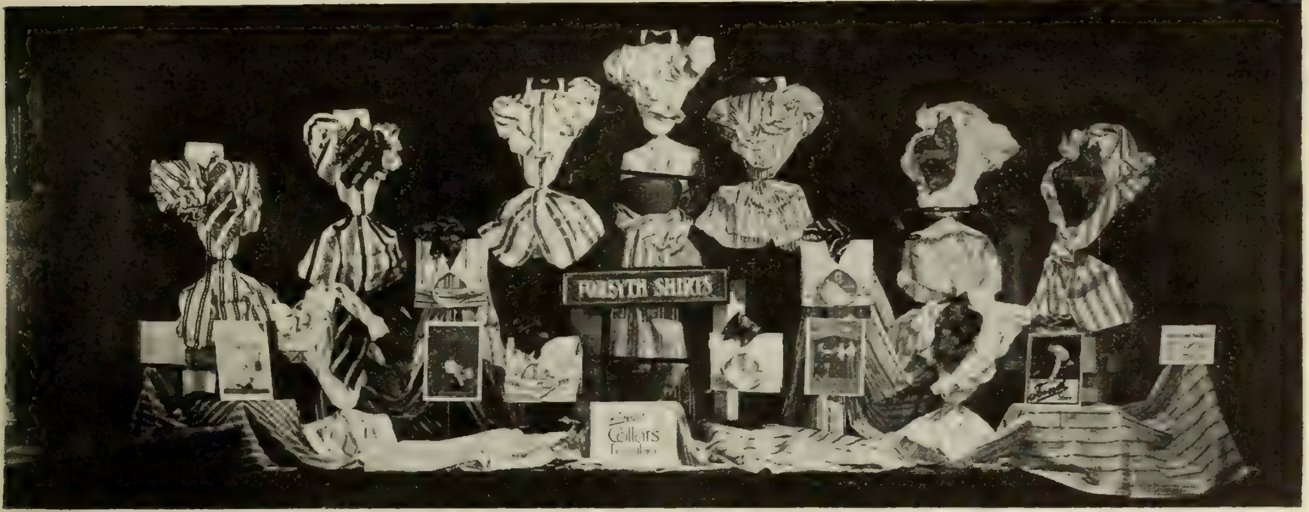
Great activity is reported in the English silk hat trade. Manufacturers are already faced with difficulties of production. A fair quantity of material is on hand such as plush and shellac, but skilled labor is scarce. The work of a silk hatter demands many years' experience including an apprenticeship of seven years, and the young hatter is said to be a rare bird.

The reason for this phenomenal demand is said to be the expectation of the forthcoming peace celebrations, and the resumption of horse racing and other large social gatherings.

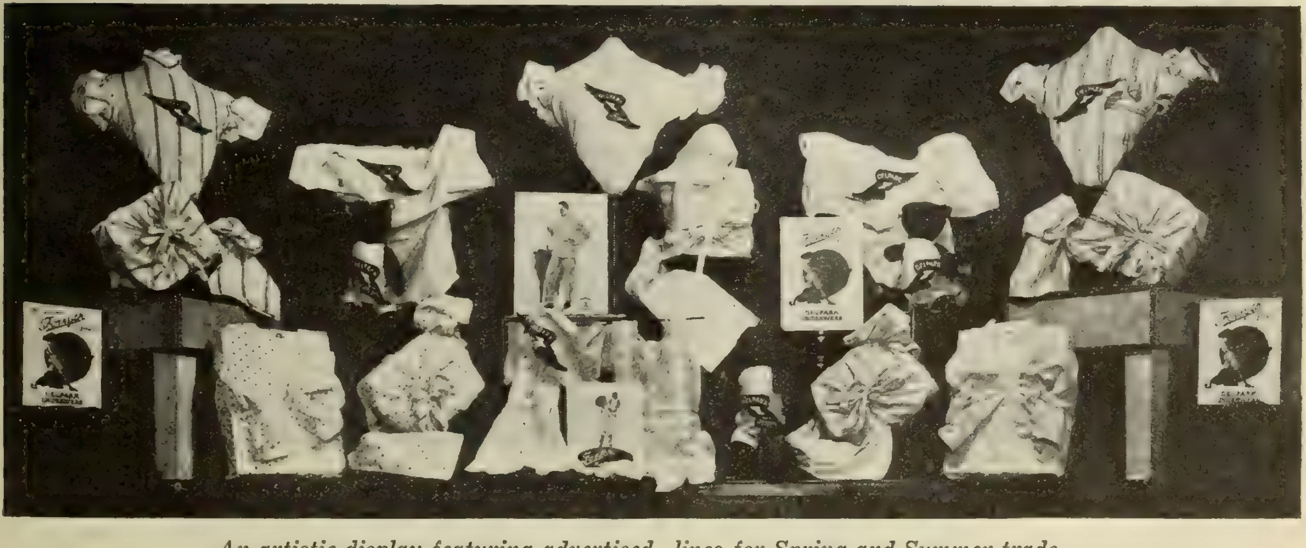
During the war many people declared themselves firm in the belief that the "topper" was as dead as the proverbial door nail, but the tendencies of the moment point to a vigorous resuscitation of the one-time aristocrat among hats. London newspapers are busy hunting the "topper" down and writing up his psychology. Apparently he is to be reckoned with amongst the immortals.

As regards other and less vexed types of headgear, velour hats are to be seen everywhere. Men of all classes are welcoming them with open arms. Three lines in great demand are light fawn, gold and silver with black as well as self-colored bands.

Two Neat Window Trims Featuring Spring and Summer Lines



A novel arrangement of shirts, making use of show cards supplied by makers to brighten up display. The distribution of merchandise is good and this idea could be carried out in any size window.

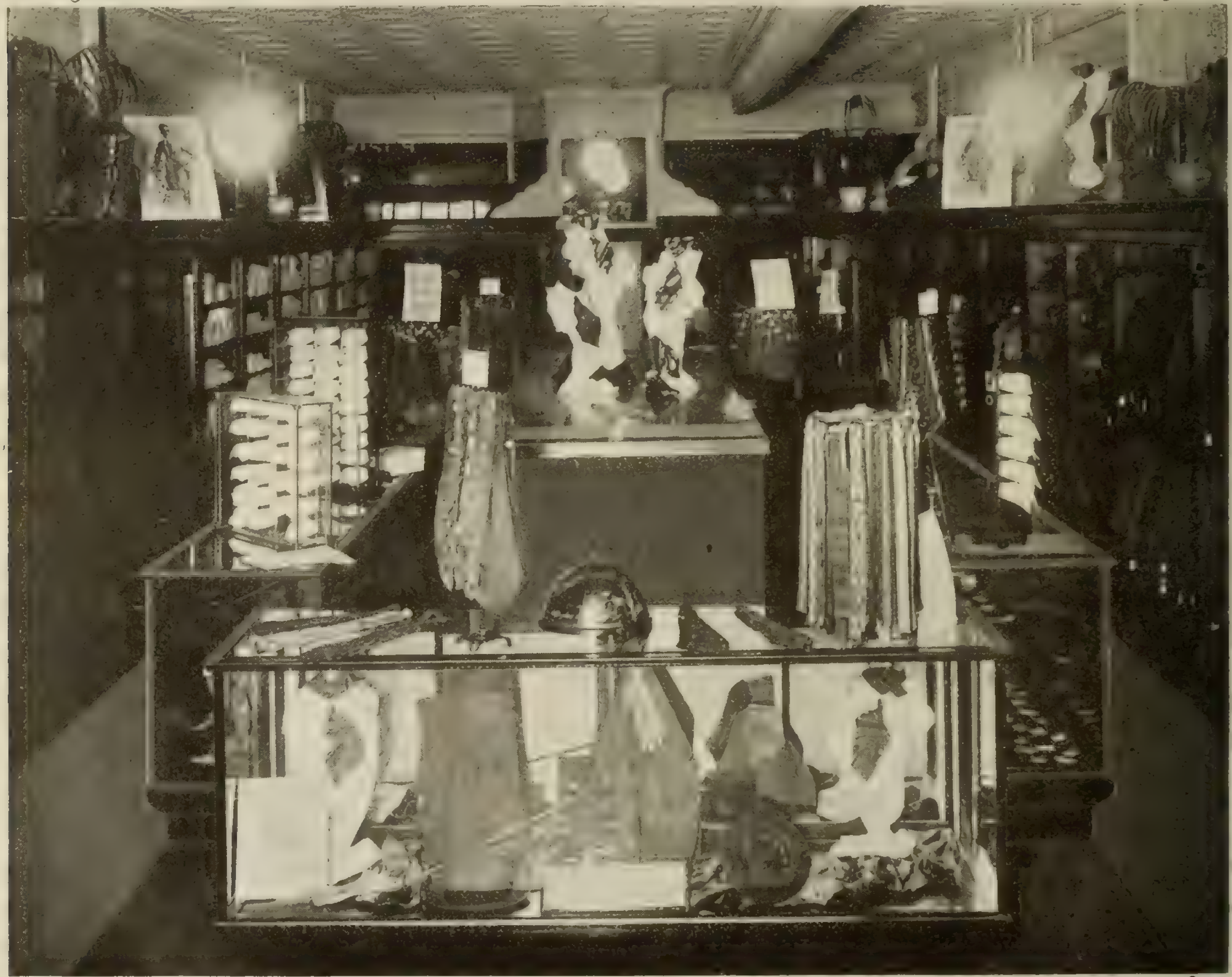


An artistic display featuring advertised lines for Spring and Summer trade.

LESS FLOOR SPACE--BIGGER BUSINESS

Argue, McLean Store, Winnipeg, is Remodelled—Further Changes to be Made Later in Season—"Refund or Replace—Make Random Buyer a Steady Customer"—Maxims in Giving Satisfactory Service.

THE remodelling into a modern men's furnishing business of the Argue, McLean Ltd. store, of Winnipeg, Man., follows ten years of business on the corner of Portage Ave. and Donald Street, during which time this business has been securely established. The introduction of the latest in store furnishings to secure maximum display value in space available, and the bringing of stocks to a basis on which best service and style can be given to customers, comes at a time when the men's furnishings' business in the West is becoming very active with the return of large numbers of soldiers.



An interior of the Argue McLean store, showing the splendid arrangement of show cases of the latest type, display cases for collars and other up-to-the-minute fixtures that make buying and selling a pleasure .

The remodelled store with its modern fixtures installed at a cost of $5,000, its special lighting arrangement for illuminating the display windows after dark, its mahogany tables and stands and complete wardrobes, does not occupy as much floor space as prior to the change. This is compensated for by the greater accessibility of stocks and the compactness of display which has been attained by the use of the new fixtures.

A further change in the arrangement of the store is contemplated about August of this year. The company plans at that time to extend the display windows the length of the store facing on Donald Street. This will mean the removal of the present wardrobes on this side of the building. At the same time the store will be extended in depth to its former size, giving considerable more floor space. At the same time the company plans to introduce a complete line of men's footwear as a separate department. Mr. B. McLean states that the present change, giving less floor space but an improved appearance, has brought good business returns, and the change contemplated later in the year is bearing out the same principle.

At the present time a complete line of Society Brand clothing is carried. In this connection Mr. McLean states that up until recently he was never particularly interested in branded lines of clothing, but his opinion now is that "it more than pays."

The management of this store are firm believers in the showing of their goods and to the best advantage. After drawing attention to the manner in which the shirts are neatly arranged both on the shelves behind glass windows and on the counter where they can be closely examined, Mr. McLean stated that what he wanted was for a customer, when he has been in his store for a few minutes, to know as much about the goods as the management itself.

"A man knows better what he wants when he can handle the various lines and give them a close examination," added Mr. McLean.

INTELLIGENCE, NOT GUESSWORK, SHOULD GOVERN WINDOW TRIMS

Proper Window Dressing Means Good Salesmanship—Color's Place in the Window Display—Planning the Background—Show Goods as They Are to be Used.

From A Retail Druggist

ARRANGING a window exhibit to get the best effect is not a matter of guess-work. It requires the exercise of intelligence. Simple as it seems at first glance, it involves the whole science of salesmanship. Being essentially an appeal to human desires and necessities, the window display must take into account many principles of expression which come within the domain of psychology. The ways in which the human mind operates have been studied for centuries. The knowledge thus derived has been classified and systematized in the science of psychology. Broadly speaking, this includes a description of the methods by which the five senses are affected by instruments for conveying ideas and emotions to the brain.

Painstaking experiments have disclosed the fact that human beings are susceptible to colors in varying ratio. Colors which are antagonistic to one another produce a disagreeable sensation. In turn, this sensation is extended to the articles embraced within the area of the conflict. Consequently, when arranging the background of a window exhibit, care should be taken to avoid a clash of colors which is sure to distract from the commodities displayed. Thus, for example, yellow and purple displease the eye when used in conjunction. Pink and brown do not go well together. Bright red and heliotrope are not harmonious in combination.

Therefore, when you are planning the background for your window display be sure to choose such combinations of colors as produce the most gratifying impression upon the passerby. When you decide upon a color or set of colors, do not let your decision be final until you have tried out the color or colors in association with the goods which you intend to display. Bear in mind that the function of the window exhibit is to attract attention in the most favorable manner possible and to hold it long enough for the goods to make a strong appeal to the eye and mind of the observer.

Passing through the front entrance of the store, the eye falls upon a neat furnishings counter occupying a central position with broad rubber-matted aisles to left and right, down which customers pass to an ample space between walls fitted with clothing wardrobes for suits and overcoats. All the wardrobes and display fittings are in mahogany finish with attractive panelling. In the corner at the rear of the store is the office of the president and managing director, Mr. Bert McLean. Mahogany tables and stands for garments being inspected by customers, occupy a convenient place between the wardrobes.

On the right side near the entrance is located the shirt department. A great deal of attention has been devoted to the effective display of shirts in the showcases on the shelves and in unit trims above the shelves. The department seems literally to reach out and put its wares right in the hand of the customer upon entering.

Service is the keynote of the Argue, McLean Ltd. store, and each individual salesman plays his part in giving satisfaction to each customer. By service is implied not merely a complete transformation of the physical aspects of a man, but also in the sense of a wide range of choice as to styles and pattern, care in fitting methods, and, lastly, in that sense of responsibility that places the firm back of even the smallest transaction with its solid guarantee.

A "replace or refund" guarantee is made on all goods sold and this has resulted in winning many permanent customers. A freedom in shopping, and the type of service rendered, combined with the fact that this store is located in the heart of Winnipeg's shopping district, are big factors in the success of the store. This service stands out particularly in regard to the courteous treatment of the type of customer who comes merely to look around and to possibly compare the goods of one store with those of another.

A specialty is made in this store of procuring for a customer any article asked for which at the time is not in stock. This is another form of service.

With regard to the policy followed by some stores in giving instructions to salesmen to allow no one to leave the store without making a purchase, Mr. McLean states that in his opinion reputable merchandise never needs to be pressed upon a customer.

"The instructions to every salesman in our store," says Mr. McLean, is "never to press sales. We are only too glad to have the opportunity of showing our lines, but as far as urging the customer to buy is concerned, we are content to leave that to the goods themselves. Good merchandise sells itself; poor merchandise has no business to be on the shelves of any store."

The personnel of the firm consists of Mr. Bert McLean, president and managing director; Charles N. Harris, secretary and treasurer; Mr. Balmer, formerly connected with Ely's of Toronto, and also Stollery's of Toronto, is in charge of the men's furnishings department.

J. H. Blue, president of Walter Blue Co., Ltd., Sherbrooke, Que., has returned from a visit of inspection to their Winnipeg branch, and speaks enthusiastically of the sound business conditions prevailing in the West, and predicts good business in the clothing line this year.

Some of the United States clothing houses are now exporting American made suits of American styles and patterns to England. They are confident that merit and efficiency will develop a demand for American lines.

"History repeats itself, so the saying goes, and it may be that we will sometime find ourselves again wearing fig leaves, although it is my own opinion that they would be hardly suited to meet the demands of our Western winter climate."

NEW BIGGAR BLOCK

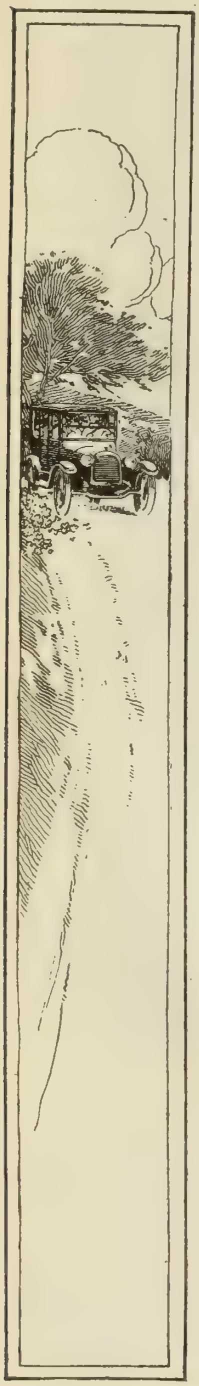
H. Eamon, Biggar, Sask., intends building a brick block on the corner of Main and Second Streets. It will be 80 by 25, two stories, electric lighted, steam heated and modern in every way. He will open a men's furnishings establishment on the ground floor and the upper one will be fitted for offices.

THE TOWN ON THE TROLLEY LINE

IN the good old days, when a trolley line entered a town, the merchants generally conceded that from a general business standpoint it was as dead as Pharoah. The Jeremiahs of to-day point to the automobile as the assassin of the smaller community.

Pessimists present and past are both in the wrong. The small town merchant has his own appeal that the city merchant cannot meet.

Witness the Town of Grimsby, Ontario, and the case of Humph and Heck.



WHEN the interurban electric railway first began to come to the fore the merchants in the smaller places served just held up their hands with as resigned a look as they could muster, and prepared themselves to more or less promptly starve to death.

It's a good many years now since these trolleys first came to the fore, and the resigned merchants have had time to get over their surprise that despite the allurements of the large towns, and the ease with which they might be visited, nothing really happened. They have grown familiar with the electric car now and have ceased to think of it as a menace to business. As many merchants, however, could not sleep at nights without something to fill that little niche, the automobile has more or less been elected to fill the place left vacant by the electric car. "There are a lot of cars in this section, they say, with hushed voices, and people are getting the habit of going to town, and it's cutting into business."

Why Delay the Pooh Poohs?

Of course, ten or twenty years from now these same merchants will be vigorously pooh poohing the idea of the automobile ever doing business any harm. Equally, of course, they will be in the right twenty years from now.

For the purpose of argument take the town of Grimsby, Ont., on the Hamilton-Grimsby and Beamsville Electric Railway, with an hourlv service between Beamsville and Hamilton. Grimsby is still on the map and that electric railway has been running past the door of every merchant in the town for something upwards of 20 years. They have a good hotel, a new moving picture house—which, by the way, the merchants say brings more business to town than the cars take away. They have a prosperous fruit-growing district surrounding, and they have stores that do credit to the town.

James W. Wells, in speaking of the effect of this hourly service to a much larger place, didn't think it was a matter of great importance. They lost some business, of course, but they gained some as well. It's all a matter of perspective, as Mr. Wells sees it. You who live in Grimsby may think that it is a pretty small place with limited possibilities, but I who live five miles back on the mountain, or somewhere between Grimsby and the Beach, think it's a pretty brisk spot, and can't find it in my heart to believe that there isn't a wish of mine that could not be satisfied within the town limits. There you have it, you see. Mrs. Humphrey Jones, hot foot after a new evening gown, will probably step on the car and go to the large stores in Hamilton to make her choice; but on the other hand, Mrs. Smith, wite of Heck Smith of the 3rd concession, or whatever concession it may be, is just about as sure to step on the car after the day's chores are done to do her purchasing in Grimsby. Now, when Mrs. Smith has been induced to visit the town, for whatever reason, everything is well—for there is little likelihood that she will save her business for a possible trip to the city. The things she actually wants are to be found here, and once within reach, the purchasing impulse is strong within her, and she will buy what she sees. Now, if this is true of Mrs. Jones and Mrs. Smith, it is equally true, only more so, with Humph and Heck.

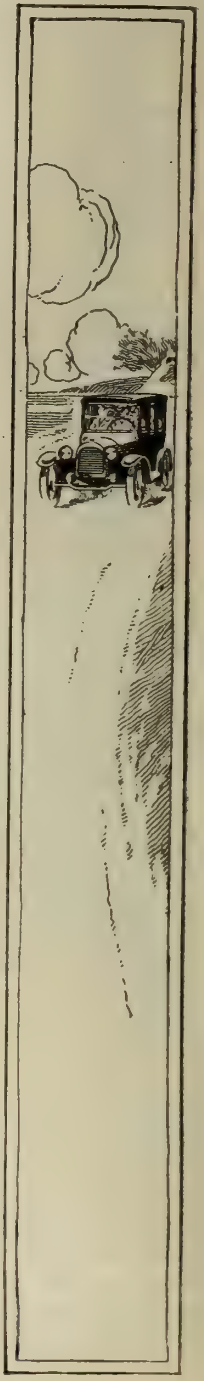
Putting the Catalogue's Nose Out of Joint

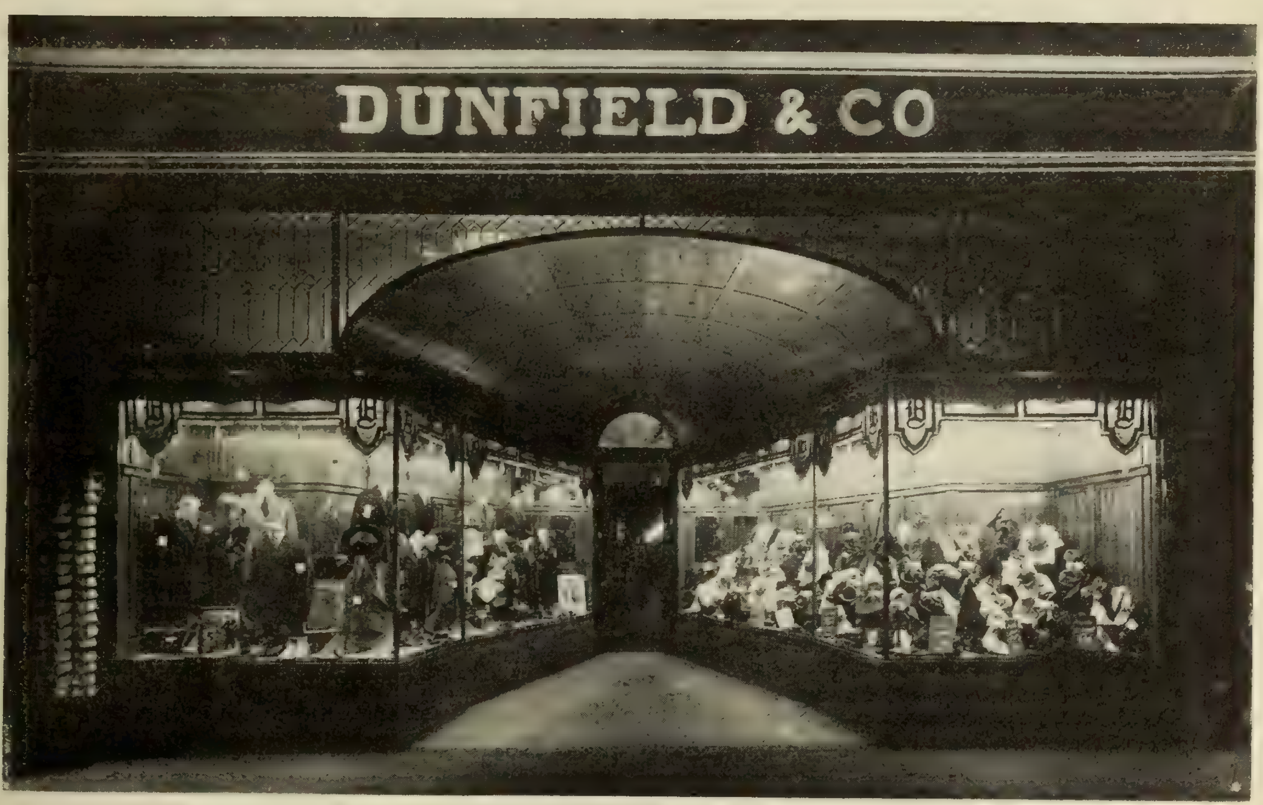
In the good old days of twenty odd years ago, when getting to town meant hitching up "Jim and Dandy," just as they had their muzzles comfortably buried in the oats—a commodity comparatively well known in those days—it took a lot of encouraging to get Heck to make more than a weekly trip, and that usually meant that a lot of things were forgotten, and usually meant also Mrs. Heck getting down the catalogue on her return, and sending for the forgotten items, with a fair proportion of next week's needs as well.

The Gospel of Making It Easy

Now the car passes the door or thereabouts, and for the small sum of a nickel one can run to town almost any hour of the day. The result is that the good old catalogue has been ousted from its place on the nail beside the pantry door to a less airy one at the bottom of the wood-box, and Heck and Mrs. Heck made practically nightly trips to town to nourish their souls at the shrine of the perforated film, and to do ditto for their pride at the various town stores. When you make it easy for people to go somewhere and do something, they naturally do it, it being a human proclivity to do the thing that doesn't take much doing. A trip to town, with the consequent excitement, is easier than trying to make one's wants clear on one of the printed forms torn from the back of the catalogue; therefore a trip to town it is.

Continued on page 60





A new style of store front that for originality and general attractiveness cannot be surpassed.

The Dunfield store has now a frontage of twenty-six feet and the distance from door to street is fifteen feet, giving a total display space of forty-five feet. The display windows are seven feet high; the transom above windows is three feet nine inches high.

The dome-shaped roof entrance is a special feature that has a drawing power to the average individual. The base, although not appreciated by the ordinary passerby, is unique, being of hand-fitted mosaic marble.

THREE-CENT POSTAGE LIKELY TO REMAIN

War Tax on Letters Means About Six Million Dollars a Year and Looks Good to the Minister of Finance—Two Cent Postage to Become Effective Again in United States July 1.

By **T. M. FRASER**, Ottawa Representative of the MacLean Publications.

OTTAWA.—In the House the other day a member asked the Government if it was aware that the two cent letter postage rate and the one cent drop letter postage rate are to be restored to the United States on July 1? If so, was it the intention of the Government to adopt similar letter rates for Canada this year? Hon. Mr. Rowell replied that the knowledge had come to the Government's ears; and what they proposed to do would be made known when the budget speech was made. That is about all the satisfaction one ever gets when making inquiries as to what is to be done in the future on any matter of Government policy, particularly if involving revenue; so you have to turn to and dig up reasons which would make it probable that the Government might take a certain course.

Works Out Well

The fact that the United States is about to return to the pre-war rate of postage need not necessarily affect us much, except as an example. They put the low rate in effect on Nov. 2, 1917, and it seems to have been a good thing for them, because the U.S. post office had a surplus of nineteen million dollars last year, about double the largest previous surplus on record, and surpluses over there are not the rule.

The additional cent postage imposed in Canada was not imposed by the post office department; it was a war tax, for which the Minister of Finance was responsible. It produces an extra revenue of about six million dollars per year; and six million dollars looks good to a Finance Minister who has over one hundred millions of a visible deficit between revenues and proposed expenditure. It seems extremely doubtful if that particular war tax will be dropped this year. No one has made very much complaint about it, and it does not bear very hard on anyone.

Helped Materially

While the post office department showed a surplus of nearly three million dollars last year, when we recall that about six million dollars of its revenue comes from this war tax, it can be seen that it would have had a deficit of about three millions if the tax had not been on. The conditions during the war were very unfavorable for the department. Not only were there a large number of stamp consumers out of the country, at the war, but the immense business carried on with them through the post office was all done free; and in addition there was the fact that there was a double burden of expenditure on the department from the fact that employees overseas were on full pay, and their places had to be provided for here as well.

Has Been Resumed

Another vital factor in reducing the revenues of the department was the fact that the parcel post revenue was cut off. It was suspended during the war for various reasons, as, for example, the fact that it was found that Russia, Japan and some other countries were using it largely as a cheaper form of freight service than they could get on steamships. It has now been resumed to practically every place except Russia and some unsettled parts of the Balkans.

The expenses of the department have advanced very heavily in the face of the decrease in revenue. Out of the total increase in expenditure of about a million and three-quarters for the year ending March, 1918, over two-thirds was for salary increases.

Great Britain did not put on a postal war tax as we did; she increased the rate to three cents straight. The rate in France was five cents, and by the rules of the International Postal arrangement could not be increased for foreign postage. Great Britain has shown no indication of returning to the old rate at present.

While nothing definite will be known until the budget appears, it is not considered probable that the war tax will be removed on stamps.

ANNIVERSARIES THE ORDER OF THE DAY

Henderson & Cudmore Celebrate.

JUST five years ago Messrs. Henderson and Cudmore opened the "Haberdashery," and the business has grown from a baby to a healthy young infant in this short time, for to-day they rank as one of the leading men's wear outfitters in the province.

One year after the business was started the premises were found to be entirely too small, so the premises were extended to enable them to carry a complete line of men's and boys' clothing. Since then, and notwithstanding the Great War, which seriously affected the men's wear trade throughout Canada, this enterprising firm have made steady increases in sales day by day.

One is impressed, on entering the store, with the modern, newly-installed glass-fronted shirt cabinets, where every shirt is displayed in full view of the customer, making choosing a decidedly easy matter. These cabinets are equipped with disappearing doors, a very pleasing and convenient innovation.

The new display counters, just recently installed, are of the most modern construction. They are six feet in length, all plate glass, with cross band mahogany bases and run the entire length of the furnishing department. On the opposite side of this department the hats are displayed in two 15-foot glass-fronted show cases with mirror connections. The lower part of these cases is fitted with dust-proof drawers in which the large stock of caps handled by the firm are kept.

The annex or clothing department is finished in tinted beaver-board with natural wood strapping and fitted throughout with the latest display fixtures.

The very appearance of the store is an attraction in itself. The firm have won local fame as artists in the window dressing line, and many visitors have commented on the various lines of goods, so tastefully displayed.

The interior of the store is no less inviting, being bright and attractive-looking throughout. Customers may always rely on receiving the most courteous attention at the "Haberdashery."

Their customers are always pleased customers.

R. H. J. Dowler Limited have opened their store after remodelling and reconstructing. Part of the improvements consist of a handsome Easy-Set metal store front, which cost in the neighborhood of $6,500. The store front is supported on a foundation of marble, and all fittings and panels are in finished quarter-cut oak. These alterations make the Dowler store one of the most up-to-date in St. Thomas.

The Banzley store at Listowel was gutted by fire on April 7. The stock was badly damaged by fire and water. Loss is estimated at $25,000, and is covered by insurance.

NINE DOLLARS FOR A CAP

An Incident With a Timely Merchandising Moral.

THE American "Hatter" has an article on a $9 cap sold by Weber & Heilbroner, of New York City. It is not just a story, but has a forceful, timely, merchandising moral. Here is what A. E. Pope, hat buyer for Weber & Heilbroner, has to say about the seven days' wonder.

"I bought but two dozen of them and displayed them in our 44th street store only. Most of them sold in one day. In three days the last of them went out.

"As for the caps themselves, they were beautiful, made up from shawls woven in Paisley, Scotland, of the hair of the Kashmir goat. Aside from their novelty and style value, they were really worth the money intrinsically as pieces of unexampled fabric.

"I bought them because I wanted to do something unusual—something to start 'em talking—and yet something founded on common sense and constructive merchandising. But even I was surprised at the way they sold.

"In not one case was argument or persuasion used to sell the cap. We displayed two caps and the price, $9, in the window. Men saw them, and the minute they touched the fabric, knew that here was something extremely desirable. It is no figure of speech to say that the caps sold themselves. That is exactly what they did. After the first day, we took the caps out of the window, because there were only a few left and we did not want to display something on which we had no representative stock.*

"Our stores cater essentially to the sensible business man—the sportsman—the commuter. These caps were perfect for distinguished sports apparel. A man wearing one of them, with a $25 sweater and a set of golf sticks would be a sight anyone would turn to look at.

"I had them in two colors—light tan and brown. The light tan were favored.

"What is the limit in a hat or cap price? The sky! No, I won't say that. The limit is the reason you can find for charging the price. By that I mean that if you can find stuff that is worth the money, men will be found to pay you what it is worth, no matter how rich or luxurious it may be. The trouble is to find the stuff new enough and appealing enough to command the price."

Examination of the cap proved Mr. Pope's enthusiasm to be justified. Light as though made of silk, the fabric was yet thick and mellow to the touch, and in coloring and texture a delight to the eye.

Charles S. Merton, of Charles S. Merton & Co., New York and Rutherford, N. J., who created the caps, sends following information regarding the material from which they are made:

"The caps which Weber & Heilbroner have been showing were made from "Hanshee" cashmere shawls.

"We are not quite sure as to the meaning of the word "Hanshee," whether this is a trade name or whether it designates the particular part of Kashmir that the wool used in these goods comes from. We do not know whether the word "cashmere" is the trade name or the proper name of the wool used in these shawls, which wool comes from Kashmir, India, where it is known locally as "pashm." It is really a fine kind of hair obtained from the down or under fleece of a handsome species of goat that thrives on the hills and in the valleys of Kashmir and Tibet. This wool or pashm is cleaned and treated with rice paste and then spun into yarn by spinning wheels. We are not sure whether the yarn in these shawls was spun in India or not. We do know that the shawl itself was woven in Scotland from the cashmere wool either in yarn form or in the cleansed form of raw wool. This for the reason that in late years many of the best weavers have left Kashmir and settled elsewhere, while others have taken to carpet making or embroidery, due to the fact that cashmere shawls, formerly so very much worn by women, have gone out of fashion, which change of style practically put an end to the weaving industry in Kashmir, excepting for inferior goods, and the industry then practically discontinued in Kashmir was taken up by the weavers in Paisley, Scotland, who produced most wonderful fabrics from the cashmere wool or pashm.

THE CLOTHING SHORTAGE

Mobilization, 1914.

—London "Opinion."

Demobilization, 1919.

"Therefore, the Hanshee cashmere caps are made from cashmere wool or hair from the Kashmir goat of Kashmir and Tibet, woven in Scotland into the cloth from which the caps are made, or into shawls from which the caps are made.

"We know of no finer species of wool than the cashmere referred to above.

"In the Special Consular Report of the U.S. Department of Commerce, No. 72, date 1915, appears the following reference to these shawls:

"'Kashmir has been famous for its shawls from the remotest antiquity, and until about 40 years ago the shawl trade gave employment to over 60,000 people, whose products brought into the country over $1,000,000 per year. During the last few years, however, this industry has seriously declined, owing to change of fashions. France was formerly the best market for Kashmir shawls, and the setback to the Kashmir shawl industry may be dated from the calamities that visited France during the Franco-Prussian war.'

"Thus we again see the German nation as a destroyer of a former profitable industry and what one might conscientiously and properly term an art."

But the cap itself is but a detail of the idea. The moral Mr. Pope has expressed. "If you can find hats and caps that are worth the money, men will be found to pay you what they are worth, no matter how rich and luxurious they may be."

CLOTHING WORKERS STRIKE

Three hundred and fifty clothing workers went on strike from the Tip Top Tailoring and its affiliated companies for a union shop and an increase in wages. The men are asking for a thirty per cent. increase in wages, time and a half for overtime and double pay for legal holidays. The schedule of wages which the clothing workers presented to the company is similar to the schedule which has been signed by many other tailoring concerns with the union of which the strikers are members.

SHARING THE BUSINESS WITH CLERKS

New Business Presents Difficulties—Penalties for Failure to Meet Conditions—Keeping the Store Bright and Clean—Preventing a Rowdy Atmosphere in the Store.

"THE question of getting the best results from every agency of the store is one that is of vital interest to every merchant. To have the store clean and attractive at all times, have goods so arranged that they may be ready for instant sale, to have deliveries out promptly at the time promised, and more than all, to have the employees of the store constantly on the alert, constantly on the lookout for business, working with the real interest of the store at heart, is certainly the pathway to an assured success.

"I started in business in Grandview Man., last September, with a general stock of about $18,000. Beside myself I employ two clerks.

New Business Presents Difficulties

"Starting business in a new place presents a good many difficulties. With a new store, more than ordinary care is required if business is to be built up to a satisfactory basis; the store must be bright, attractive and well ordered. A hundred little details have to be looked after, details perhaps small in themselves but that added together make the conditions that bring customers to deal at the store. While I understood the importance of these things and did my best to see that everything was kept in the best possible condition, I found that under the system I was using it was impossible to achieve this result. It was either a matter of doing the things myself or of getting a habit of changing clerks every week or so, for they soon developed careless habits. But changing clerks frequently is bad business for the store. To have strangers constantly behind the counter is not the way to success, for it takes time before the customer will learn to trust the clerk and to put confidence in his judgment. I spent a lot of thought in trying to devise some plan that would overcome these difficulties, and finally I adopted an entirely new system that seemed to show some chance of success.

A Bonus System Devised

"Under the new plan I employed the same two clerks, paying them a good salary and providing board and lodging. The head clerk gets $15 a month more than the junior. Each clerk is expected to sell $1,500 worth of goods a month. On business they do over and above that amount they each get a bonus of 2 per cent. Then to provide the element of competition, in addition to the incentive of the bonus, and to keep the junior clerk always on his tip-toes for business, I give him an additional bonus of 5 per cent. if his sales exceed those of the head clerk. In order that this bonus may not be too easily earned it is one of the conditions of the new plan, that if the head clerk is beaten in sales he loses his 2 per cent. bonus. He has then two chances to redeem himself, but if in the two following months the junior's sales again exceed those of the head clerk then their positions are reversed, the head clerk becomes the junior, and the junior the head clerk with the additional $15 a month that goes with that position.

"I have found that this scheme works splendidly. There is now no necessity for the bonus, and I am glad to pay them all the bonus they can earn, for while it pays them it also works greatly to my advantage.

Penalties for Failure to Meet Conditions

"Then there is the matter of looking after the store. They each have their own department to look after. For instance, the junior has the groceries, hardware, crockery and paints. It is his duty to keep everything spick and span in this department. He must always have enough 10, 25 and 50 cent packages of rice, sugar, dried fruits, etc., and 5 cent packages of candy.

"As a penalty in not having fulfilled these duties, and having sufficient stocks of these goods ready, he loses his counter check book. Even if it is in the midst of the busiest day I simply take the book away from him and put it in the register and he loses his chance of selling, and must then and there get to work parcelling up the number of packages required. When he has done so he has his book returned and can resume his selling.

"The head clerk looks after the dry goods, gents' furnishings and boots and shoes, and somewhat similar conditions apply to his work.

Keeping the Store Bright and Clean

"Now in the matter of keeping the store swept and the counters and shelving dustless and bright, they are each given this duty for a week at a time and are required to keep the store as clean and bright as the day on which it was opened. If this standard is not absolutely maintained then the penalty is that they lose their sales books until the condition is set right. This keeps them constantly alive as they are both looking forward to the end of the month in their endeavor to increase their bonus and to endeavor to beat each other's sales.

How Carelessness is Discouraged

"In regard to goods that are damaged through carelessness, I have also thought out a way of making the clerk feel his responsibility. I do not attempt to sell these goods to the customer. I simply make out a bill for these goods to the clerk as though they had been sold across the counter, and this bill is of course deducted from his bonus. By this system the clerk gets a certain part of the profits of the business, and it is only right that he should be made to share the loss in the case of avoidable waste.

"Then in regard to the important matter of deliveries. Where deliveries are promised for a certain hour they must be delivered at that time. If a customer refuses goods on account of them being delivered late then the same policy is adopted, the goods are confiscated and the clerk responsible is given a bill for them and this amount is again deducted from his share of the profits.

Preventing a Rowdy Atmosphere in the Store

"Then we have adopted a system to prevent the use of profane language in the store. We have a charity box in the store, and if anyone swears they have to put five cents in the charity box and the proceeds are given to the Red Cross. This of course is a matter of mutual understanding, and is scrupulously observed.

"That is the general framework of the system I have adopted to keep the store running smoothly and at the highest possible level of efficiency, and it has worked wonders with us. All the difficulties that caused so much trouble and dissension under the old system, where the clerks were merely clerks with no interest in the success of the business, have vanished, and you would hardly recognize it for the same store. We are giving better service, and the clerks are more contented and more interested than they ever were, even at the best of times nuder the old method.

"This system has certainly proved itself of value in the case of our store."

DEMAND FOR HOSIERY IN NEW SOUTH WALES

According to the "Weekly Bulletin" issued by the Government there is a good demand for hosiery, ladies' artificial silk ankle and cotton leg, also all silk. Colors required are black, white, and fancy. There is also a demand for some denims in grey or blue for workmen's overalls, also blue drill for shirts, also cotton gloves.

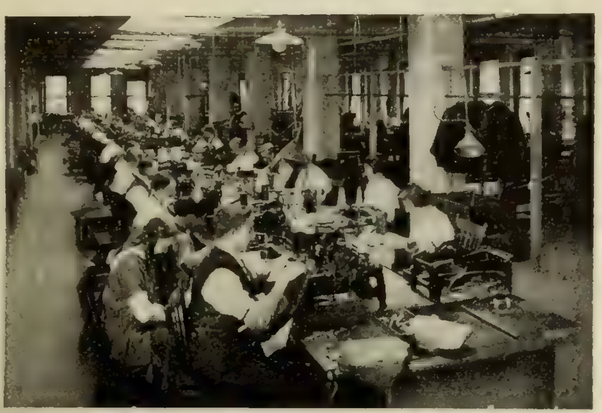
NO DECREASE IN PRICE OF CLOTHES THIS FALL

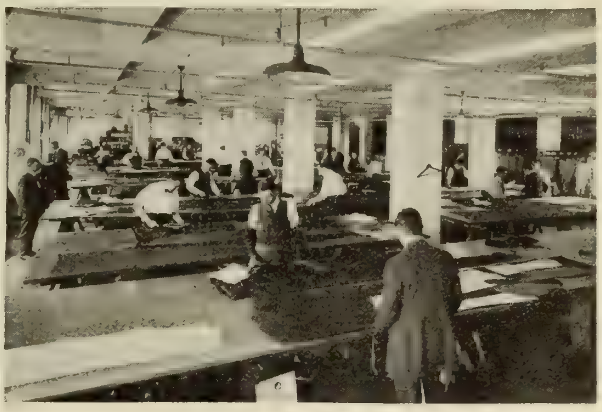
Chicago tailors state that there will be no decrease in prices of medium and better-grade clothes, although there may be a slight modification in charges in lower grades containing reworked wool (shoddy) and cotton. Continued high price for raw material and increased labor cost are the factors concerning these prices.

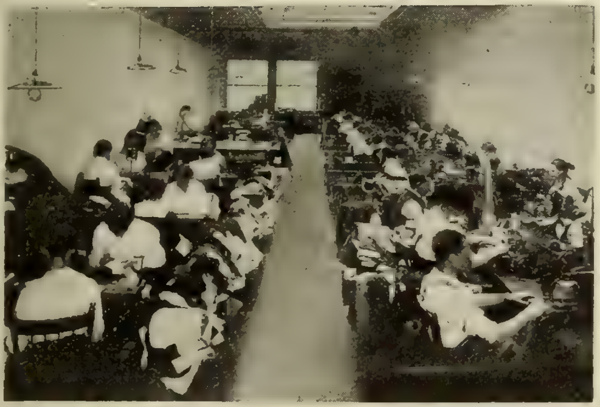
SWEAT-SHOP CONDITIONS NO LONGER NECESSARY IN CLOTHING MANUFACTURING

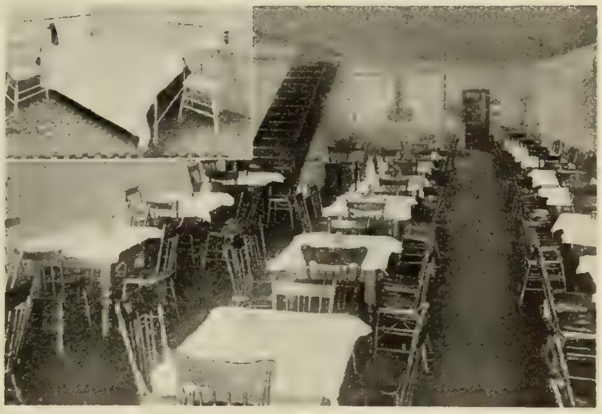
Clothing Manufacturing Establishment Credit to Canada.

Cuts loaned through courtesy of The Hobberlin Mfg. Co., Ltd., Toronto.









The four illustrations above are an education in themselves, as a great many of us familiar with the old sweat-shop conditions can hardly realize that clothing can be manufactured in such clean, bright, business-like surroundings.

These illustrations are of one clothing industry. There are plenty of others in Canada, and the amount of money invested in modern buildings and plants takes second place to no other industry in Canada.

HOW ARE YOUR STRAW HAT STOCKS?

If the Months of June, July and August are Normal, Will You be Able to Supply the Extra Demand the Returned Soldier Will Create?

It does not seem to be generally appreciated, or known, that, of all the trades, the one which stood practically alone in its efforts to prevent advancing prices during the war, was the straw hat industry. All other apparel lines advanced prices by leaps and bounds, whereas straw hat manufacturers made no advance in their prices for the season of 1918, excepting on late duplicate orders, although they had to stand the same advances in cost of material and labor which applied to all industries. For the business of the present season, 1919, they were forced to readjust their prices because they could not maintain pre-war prices, but the advances in price have not been nearly so drastic as that of most other lines, and it will be possible for the retailer to sell his goods at prices in the coming season which, compared to other merchandise, are exceedingly reasonable. Anyone will be able to buy a good, serviceable straw hat for $2.50 or $3. Of course the hats worth more will command higher prices, and on the other hand it will be possible to buy a straw hat for less than $2.50, which will be a satisfactory, durable article of headwear.

One great item of cost, which enters into all articles of manufacture, is the labor. Labor costs are higher now than during the war, and it would not only be impractical, but unpatriotic for the employers of labor to force reductions of wages at this time. Hence it follows that the cost of manufacturing will not be lower this season. Second, the cost of materials to the straw hat manufacturer is higher to-day than at any time in the past twenty years. Some slight reductions are now apparent in the prices of certain chemicals, but the cost of chemicals is a very small item—whereas the cost of straw braids has advanced very materially, and the cost of the braids is the big factor in the cost of the hat. There has been practically no reduction in the cost of hat bands, sweat leathers, linings, packing cases or any of the other numerous items which enter into the cost of the goods. In line with the economic policy of the country, the hat trade bought, for the coming season, straw hats as lightly as possible, with the result that stocks are below normal rather than above, and if the weather conditions are favorable there will be a greater shortage of goods, so that the demand will be unsatisfied. Probably in no other industry has economy in making purchases been more pronounced than that of straw hats. All indications point to a very much larger market than was anticipated, as the buyers were guided by the belief that the war would continue at least throughout the year 1919, and that so many of our young men would be drawn upon for service in the army and navy, thereby reducing the demand for straw hats this year, but owing to the unexpected ending of the war in November, 1918, instead of the decrease which was looked for, not only have these men not been drawn from their usual vocations, but thousands will have returned to private life before the heat of next summer is upon us, thereby increasing instead of decreasing the demand.

It is therefore to be expected if the weather conditions in May and June are normal, there will be a great call for Summer hats, and it is advisable that the trade now look into their stocks carefully and if they can place orders now, to fill in the weak spots so as to be prepared, they will exercise good business judgment.

WHY CAMOUFLAGE SIZES?

Retailers Should Insist on Proper Marking of Sizes by Manufacturers.

Dear Sir,—May I use some space in your valued paper to air some wrongs that are costing the merchants handling children's outfits thousands of dollars through the returning of goods and dissatisfied customers ordering from mail order firms in the hope of getting what they want? I refer to the method of marking sizes on children's outfits. It is a well-known fact to experienced buyers of clothing that in ordering for children they should be ordered two sizes larger than actual age calls for. For instance, in buying for an average normal child of three, a suit marked for three-year-old will be found to be entirely too small, likewise that marked for four years old the one that ordinarily fits is marked for five years. The customer only learns through experience and after a great deal of explanation on the part of the salesman, and it is hard to find a reasonable excuse to justify this method of marking.

On discussing the matter with a customer (a mother of six children), she said she did not think any of her children were over size for their ages, and in ordering for them she finds that she cannot go by the sizes marked but always orders for a year or two older to make sure of the clothes being large enough, and in the case of Summer clothing to allow for shrinkage, and even then they are not always correct, as for instance she ordered a pair of pants size 6 years, for her four-year-old boy; the legs were the right length but the belt was entirely too small; also, instead of side pockets there were only two small hip pockets, thereby showing an utter disregard to proportions. Another time she ordered a suit of combinations for her six-year-old girl; my salesman gave her size eight; these were found to be a size that would not be any too large for a four-year-old child; needless to point out that this garment was returned, and we came in for the ragging, not the manufacturer.

Another line which customers experience difficulty in getting right are children's hosiery; the legs very often are not long enough for the size of the foot, another disregard of proportions; shirts, too, are often found to have short bodies and long arms, necessitating a tuck or some other makeshift.

I ask you, why cannot the manufacturers mark the sizes correctly for the years intended, having in view an average normal child as a basis.

Trusting this letter will start a much-needed reform by showing how and where the shoe pinches and what put the word "swear" in men's wear.

I remain, yours very truly,
W. L. T.

CHANGES IN MONTREAL

For ten years past the only stores in the old down-town district on St. James Street have been occupied by stores catering to the men; now the financial district is broadening out and has taken over the properties formerly occupied by the R. J. Tooke and Semi-Ready stores. The Tooke store will be located in store adjoining Richard Hemsley's jewelry establishment after extensive alterations necessary to fit and equip with latest styles of fixtures and cases.

WHISKY LABELLED RUBBER COATS

In view of the rush that is said to be on due to Quebec Province drying up on May 1, the police are watching every shipment from Montreal; a consignment labelled rubber coats was opened, and the coats were conspicuous only as far as the label was concerned, five cases of Scotch being the most prominent commodity. The cases were shipped by the Imperial Rubber Manufacturers, probably a fictitious firm organized for that purpose.

Messrs. Fleetwood and Wilson have opened their new men's wear store on the opposite corner to their present men's drygoods store at the corner of Bank and Somerset Streets.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY
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Vol. IX. MAY, 1919 No. 5

BRIEFS

THE burning question is, will we, or will we not?—What?

Display straw hats on the 24th of May.

* * *

STOP thinking about it. If you have something to sell—go ahead and sell it. If you need anything—go ahead and buy it. *You will not be able to buy or sell at the price level of five years ago.*

REPATRIATION

THE vice-president of Semi-Ready Limited has the following to say in regards to employing returned soldiers:

"In the 500 Semi-ready stores in Canada, a number of which I have visited in a flying trip across the continent, I met many returned soldiers who had found billets in our stores—all good men who had done their bit, and modest regarding the fact that they had done work for freedom and justice for which mankind would be in their debt forevermore.

"I met one gentlemen, the captain of a British cruiser, who, after twenty-one years in the Royal Navy, had retired while still young and in his prime. Why? I asked him. His reply was that under the League of Nations plan the navy would be a police force, and 'I don't want to be a blooming policeman!'

"In Galt, in Winnipeg, and in several other Western cities, I found our Semi-ready merchants holding vacancies on their staff for some particular soldier friend who was still overseas.

"In two particular cases the owners had promised full partnership to boys whose return they were waiting.

"This is the practical way to solve the problem of repatriation and reconstruction—to act and not to talk.

"All the boys who went from our shops on Guy street will get back their positions, with promotion and time allowance.

"Whilst I was in the West, the local Legislature were passing meaningless resolutions. In one Province there had been a change of Government and the new administration flatly refused to abide by the promise made by its predecessor to give back the positions in the Government service to men who had enlisted. Being pressed by the Opposition, the Premier of the Province consented to a resolution with a rider attached which made the promise innocuous. This was in British Columbia, the Province which sent overseas the most men per capita of any part of Canada."

SOME SERVICE

THE Men's Furnisher in the United States has installed shower baths for the tired and dusty business man. He claims that the average man after he is washed, groomed and clothed in his sane mind is an ideal prospect for a new tie, a collar, a shirt, or a piece of jewelry. It also makes a friend out of the customers and he buys there in appreciation of the extra service rendered.

Still another merchant supplies free smokes, has two or three covered-in boxes on the counter, labelled for customers' use. This retailer says that the purchaser is made to feel at home and very often stays in the store longer, and sees other lines, so that even if he is not wanting them now, he knows where to get them when he does.

CANVASSING FORBIDDEN

RECENTLY a military order has been put into effect prohibiting salesmen canvassing the returning soldiers as they arrive at Exhibition camp. Some merchants have employed returned soldiers to greet their comrades as they stepped off the trains, hand them a card with their employer's name on it and offer to drive them to their homes, cash their checks at the store and individually outfit them with clothes. It's time this practice was stopped, for the expenses incurred in this method of getting business must either be put on the cost of the outfit or a higher price charged for inferior goods.

UNDESIRABLE METHODS

IT has come to your editor's notice that merchants in a number of cities are offering special inducements to the returned soldiers, having them met by one of their own men before and after they get their discharge papers. The inducement consists of allowing them a hat, shirt, or other article free if suit of clothes or overcoat is purchased from their particular store. This is a practice that should be discouraged by the better class merchants all over Canada, as the soldier in most instances wants to buy the same way as any other civilian if only given a fair chance.

It is true that some people think that if a merchant is smart enough to think of this he should be entitled to the business that results, but they are only looking at it from the merchant's point of view, not the soldier's.

SELLING SAFETY RAZORS IN MEN'S WEAR STORES

A Side Line That Requires a Very Small Outlay.

THE safety razor is distinctly a men's specialty or rather was until the last few years; for nowadays if one misses said razor it is not out of order to give "My Lady's Boudoir" the once over, the search very often ending there. However, be that as it may, it is an article that is sold to men, it takes up very little shelf or display room and the cases and advertising matter supplied by the manufacturers go a long way towards introducing the goods for you.

Safety razors have been sold for years in the hardware stores and also the drug stores and it seems that the men's furnishers are just awakening to the fact that they can sell them just as well as the other fellow and that once the decision has been made to stock them they wonder why they did not do so before.

These lines have been well advertised and the advertising has created a very large demand. Witness the fact that the Pullman Company have had numbers of complaints that travellers are unable to get near the wash basins owing to the increased use of safety razors and the extra time consumed in men shaving themselves who formerly allowed the bristles to accumulate till they hit the nearest barber shop. Most of the returned soldiers are confirmed safety razor users; this means a large business to be done in repeat blade orders on which there is a very good profit to be made.

As for display windows a men's wear store is much more attractive to the ordinary man passerby than displays of assorted hardware or drug lines, and then again, the location of the average men's wear store is better than that of the hardware store, as it is usually in a prominent part of the down-town district, or if up town, occupies a corner position. This latter applies also to the drug store, but as there are so many small lines to be displayed, the safety razor as a rule does not get a great deal of prominence, whereas, a small article can be picked out immediately amongst a window given over to displaying suits, ties, shirts and collars. Especially is this true if display cards are used in connection.

All of which goes to show that your chances of selling safety razors are as good as, if not better than, any other class of merchants. There is a good profit to be made on the complete outfit, and also the blade repeats; it's a line that is not out of place, but distinctly connected with the men's trade, and in stocking safety razors there seems to be an opportunity for additional sales that should not be passed by without going into the matter thoroughly.

There are of course quite a number of men's wear merchants already stocking one or other of the advertised lines. The writer noticed an attractive display in the window of Max Beauvais Limited, St. James St., Montreal. The floor was suitably arranged with purple plush and cloth, colors that show this class of goods off to the best advantage; the razors were neatly distributed over the bottom of the floor and with blades interspread here and there the effect was excellent. Use was also made in a moderate way of the splendid class of advertising matter that is supplied to the dealers handling this line.

The latest link in the Applegath chai n. New store at King St. East, Toronto

SIMPLE BOOK-KEEPING FOR MERCHANTS

How to Take Out a Trial Balance—Proof That All Entries Have Been Accurately Made—Totals of Amounts Due and of Amounts Owing Easily Ascertained

By C. J. MORRIS

(Third Article)

FOR a proper understanding of the explanations given in the present article the reader must have before him the ledger entries given in our April issue. Those entries represent a small but complete ledger. The period covered by it is only four days but the principle is the same as if it covered a full year.

The only account not yet explained is the final one headed Capital Account.

In order to keep our accounts correctly we must know exactly what our capital is and of what it consists. For the purposes of the present illustration we will assume that our total capital is $2.800, made up as follows: Fixtures, etc., $500; cash, $300; goods on hand, $2,000. Our cash is split up into two portions, $100 being cash in hand and $200 at the bank. These items we enter on the credit side of the Capital Account and corresponding amounts are entered as the balances on hand with which we start our business at the top of the debtor side of the Fixtures, Cash and Goods Accounts respectively. The Furniture and Fixtures Account was inadvertently omitted from our ledger last month and we therefore include it at foot of this column.

At closing time on January 4 our ledger stood with all the accounts open, no balances entered, and no totals shown. As we are now going to check our books we have closed all the accounts by entering in the various balances so as to make the totals on each side correspond, and by showing these totals.

These balances should at first be written in pencil only in case mistakes are discovered, which it will then be easy to rectify. Moreover before we can make up our final balance sheet we shall have one or two further entries to make in some of the accounts at the end of the ledger. These balances therefore as at present shown are only interim balances for the purpose of taking out a trial balance which we will now proceed to do.

As explained in the previous article every transaction we have had has been entered twice, once on the debit and once on the credit side. If therefore all our entries have been correctly made the total of the debit balances will agree with the total of the credit balances. It will be seen that the page number in the ledger is given at the top of each account. It will, therefore, facilitate matters if we refer to each account by the page number.

Firstly, we take the debit balances which are as follows:

Page 201	$37 10
" 202	20 65
" 203	24 00
" 204	22 30
" 306	1 59
" 308	2800 00
Total	$2905 64

On the credit side we have

Page 1	$ 3 85
" 2	7 50
" 3	2 40
" 4	4 30
" 5	5 70
" 6	1 30
" 7	9 38
" 8	3 59
" 9	17 63
" 301	242 83
" 302	236 47
" 304	1825 14
" 305	25 00
" 307	20 55
" 309	500 00
Total	$2905 64

Here we see that the total balances on each side agree and we are therefore satisfied that all our entries have been correctly made and that any calculations as to profit, etc., based upon these accounts as they here stand will be correct.

The novice at bookkeeping must not expect, however, that his totals will always balance like this at the first attempt. On the contrary the probabilities are that he will have to go over every entry and tick it off, checking it with the journal and then with its corresponding entry on the opposite side of the ledger before his totals will agree. One frequent source of error is the omission to make two entries for each transaction. For instance, goods sold will be debited to the customer, but the corresponding entry in the Goods Account is forgotten. To guard against this as far as possible it is advisable to rule a column on the left hand side of each of the two cash columns in the ledger, and in this column to enter the page of the corresponding entry. For example: Just to the left of the $5.55, first entry Dr. side of page 1 we should enter the page No. 304, and by the side of item No. 12 Cr. side of page 304 we should enter page No. 1. The entry of these page numbers will provide a check that corresponding entries have been made. But even then an error is not impossible. The merchant knowing the page number of the Goods or Cash Account enters it up in the Customer's Account and then may be interrupted and the other entry is omitted. Mistakes of this kind are sure to occur and it is therefore well worth while, before attempting to draw up a trial balance, to go through the ledger and check every entry.

Page 309

Dr. FURNITURE AND FIXTURES ACCOUNT	Cr.
Jan. 1. To fixtures, etc., $500	Jan. 4 By balance, $500

Having thus verified our accounts we will now proceed to find out how much is owing to us from our various customers. This we do by totalling the various balances from pages 1 to 200. Should a debit balance appear on any of these pages as would be the case if a customer had paid us a sum of money and had not yet had the goods to the full amount, that balance would not be included but would be deducted from the total of the credit balances. It will be seen that the total credit balances of pages 1 to 9 amount to $55.65, and this is therefore the amount due to us from our customers. Similarly the total of the debit balances from pages 201 to 204 is $104.05, which is the amount due from us to our wholesalers.

To facilitate finding the various accounts it will be necessary to make an index to the ledger, for which purpose a few pages at the back of the book may be used. The probabilities are, however, that a proper ledger will have such pages allotted for the index.

A correspondent writes asking how he should deal with a typewriter he has purchased also with some weighing scales. These are not Sundry Trade Expenses but must be regarded as additions to capital. They would therefore be entered on the left hand side of the Furniture and Fixtures Account and on the right hand side of the Cash Account.

Another asks where he is to enter some goods which have become a total loss through being spoiled. These should be entered on the right hand side of the Goods Account as "By Profit and Loss." and again on the Dr. side of the Profit and Loss Account as "To Goods (damaged)."

In the next article we shall show how to draw up a Profit and Loss Account which will tell us exactly what profit we have made on the transactions thus far recorded.

(To be continued)

ATTRACTIVE FIXTURES A SELLING ARGUMENT

A Prairie Firm Pins its Faith on Quality Goods Well Displayed—Have Nothing to Fear From the Mail Order House, Who Cannot Show the Goods—One of Saskatchewan's Most Attractive Store Features Fixtures as an Aid to Sales.

"PROPER display is one of the most important factors in developing sales." This is the contention of Stevenson Brothers, Shaunavon, Sask. This is not merely a matter of theory with the firm, but a belief in which they have been ready to prove their confidence by no small expenditure of money to display their stock in a way that will call it to the attention of the buying public in the most favorable way.

"Quality goods and poor fixtures," says Mr. Stevenson, "are like a diamond in a poor setting, much of their real media and effect are lost."

On June 10th. 1918, the store in which the firm had done business for some five years was burned down. This was a serious loss, but with it came the opportunity to improve their surroundings, and to put in practice the belief recorded above. Now they have a thoroughly up-to-date store, a solid brick building 120 by 50 feet, with a full sized basement for storage purposes. The store is steam heated throughout, and has its own electric plant, and is equipped with solid oak fixtures throughout. The store does a business in Groceries, Dry Goods, and Boots and Shoes. William Stevenson, who is affectionately known by the men on the road as "Bill," has complete charge of the Grocery Department.

Interesting the Farmers

The store, which is situated on the Weyburn and Lethbridge line, draws from a fine farming community, and the farmers have not been slow to appreciate the attractive setting and the quality of the service rendered.

In addition to a belief in attractive display, Stevenson Brothers believe it is good business to carry a large and varied stock, believing that these two factors will result to their benefit in the end. In all their advertising they feature the slogan "Stevensons Always Have It," and live up to this slogan to the best of their ability by carrying everything that their trade is likely to require and carrying always the best grade of goods obtainable, and by giving the best of service.

They keep the store before their customers, among other ways by distributing at Christmas time a large pad calendar showing a very fine picture of their store. By this means the store is kept constantly before the attention of prospective customers; it has been a help in holding trade and in interesting new customers.

No Fear of Mail Order Houses

As far as competition from Mail Order Houses goes, a factor that is more or less of a nightmare with many merchants, they do not feel that they have anything to fear. Against the Mail Order Catalogue, they advance the telling argument, of quality goods always on hand, and always well displayed. That is an argument that such businesses can never meet, the opportunity to see the goods before purchasing, and no amount of service in the way of receiving back goods that are not satisfactory can compete with this essential factor.

Making Friends of Customers

"We do not trouble ourselves about this competition," says Mr. Stevenson. "We get our business by making friends of our customers, and of others in the district who may become our customers, and we retain it by gaining their confidence, and by justifying this confidence in the service we render. When we ask a dollar for an article a dollar is paid without any question. Our customers have come to know that "Stevensons" go on the market for the best goods they can buy, and add only their legitimate profit, and they know that a firm that has the confidence to build a fine store, and to equip it in the best style, have everything to gain by fair dealing and conscientious buying.

"We have made it a practice to handle only the best goods, and to make them as attractive as possible, and having done so to tell the people about it, and to keep on telling them, so that they will come to believe it both from experience and from force of habit.

"This to our thinking is the modern and only successful way of doing business."

NATIONAL ASSOCIATION OF CLOTHIERS SENDS INFORMATION ON FALL CONDITIONS TO RETAILERS

In its campaign of information regarding conditions in the wholesale clothing trade, the National Association of Clothiers is sending Bulletin No. 3 to 16,000 retail clothiers and department store clothing buyers. The present bulletin takes up the question of market conditions with relation to the Fall season of 1919. The bulletin, which is signed by the president of the association, Ludwig Stein, in full is as follows:

"The successful merchant always anticipates his needs.

"He is a natural seller. He sees merchandise in the light of its turnover.

"Business to him means the consumer, for whose requirements he actively provides.

"He knows that we cannot immediately return to a pre-war basis in prices.

"He knows that the mills are late in opening their lines. He knows there will be an exceptionally short season allowed the manufacturer to take care of advance orders.

"He knows that a 44-hour week in the clothing trades and reduced hours for textile workers means curtailed production, which must add to the already high costs.

"But while the 'overshrewd' buyer is temporizing with theoretical conditions, the successful merchant is studying the consumer.

"There is more mercantile genius in knowing the public than in worrying about the market.

"That is why this season will see no departure from his usual methods of buying. And it is the predominance of this successful merchant that will do more than anything else toward the return of normal times and good business. He will be aiding the general business health by sanely providing for his own prosperity."

Letters have been received by the association from clothing buyers in all parts of the country commending the association for the information which has been received by the retailers in the two previous bulletins. The general tenor of the letters is to the effect that the statements contained in the bulletin are not only concise, but that they give in a few words exact current conditions, and probable future conditions.

ROUMANIA ORDERS SHIRTS AND OVERALLS

The executive of the Canadian Association of Garment Manufacturers has secured confirmation from the Roumanian and Canadian Governments of an order that will amount to $1,600,000 for shirts and overalls, to be shipped to the Roumanian Government, W. R. Deacon, president of the Deacon Shirt Co.,of this city, and treasurer of the association, stated to-day. The Roumanian order is for one million garments, one-half shirts and overalls, of strong, serviceable kind such as are used in rural parts of Canada. The order was apportioned among various manufacturers of this province. The order will mean increased activity for a considerable length of time.

The Scottish Rubber Co., Montreal, has been turned into a limited company, following the death of Mr. Solomon Vineburg, and is now under the management of Messrs. Adelman Bros., both very capable and experienced men.

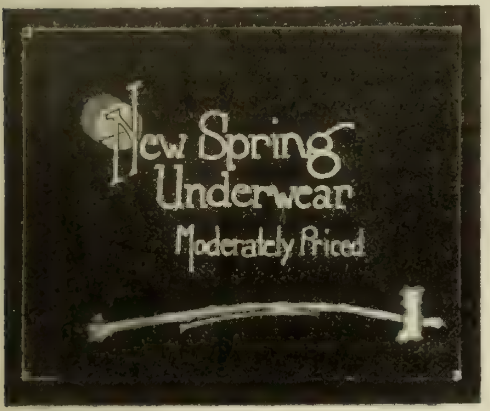
LARGE STORES HAVE SHOWCARD SYSTEM

Smaller Cards Used for Higher Grade Merchandise — Each Store Should Use Cards Best Suited to Class of Merchandise Carried.

One of a Series by **R. T. D. EDWARDS**

LARGE American stores have gone into the question of showcarding their stores very thoroughly. They have made a thorough study of it to find out the best kind of show cards they should use, and the way they should be used to be in keeping with the class of trade to which they cater.

As you make a study of each store in the large centres in the United States, you will find that each city and each merchant in each city has worked out their own showcard system.



Large city merchants such as those in New York and Chicago, where a great transient business is transacted, can afford to be more exclusive and use showcards very sparingly; while the smaller city merchant uses showcards more after the order that the Canadian city merchants use.

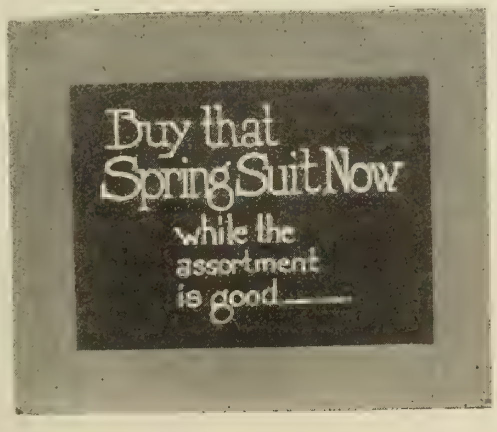
But all have their own system of showcards, varying more or less. Each of these systems are the result of many years of study in which the showcard writer figures largely. He being the man on the job has been able to make a close study of what his particular store really requires, in order that the best results may be obtained from them. He has had the opportunity of trying out various ideas, both in system and cards, until he has found out what was the best for that particular store for which he worked.

The result has been small, neatly-lettered cards as being the best for the high and medium class store. They leave the large, highly colored, heavily lettered showcard to lower class stores.

You can find some stores using a dark card with white letters, or grey cards with black letters with printed border and white underlining the letters. But white cards are more prevalent, owing to it being cleaner and brighter looking, but, of course, this must be changed oftener in order to keep them clean.

1. *Shirts marked down in price to help you keep up an appearance.*
2. *A small skimpy price but a big roomy shirt.*
3. *Fancy neckwear but not fancy prices.*
4. *Our new hats will change your appearance. Have a look at yourself.*
5. *Combination underwear that combine quality and price.*
6. *A deluge of rain coat bargains for Spring showers.*
7. *Odd trousers at old prices; your size too.*
8. *Gloves of distinction for distinctive people.*
9. *The price should, but the wear will, bring you back.*

This is the condition that prevails at the present in New York City, and we Canadians can glean many helpful points from our American friends. The main lesson that we can obtain is not so much a copy of their particular style of showcards, or a copy of their particular showcard system, but a copy of their system of finding out what is best for our stores. We should study the conditions in our stores and in our towns and the lines along which the masses of our customers' minds run. With these settled up, work up showcards that will attract and appeal to them. We think that if you work in a store in a small town and you find the brighter cards are best, why, by all means, use them, but use it intelligently. Use the color on the card sparingly and in an artistic manner.



The two samples of showcards illustrated here are not meant to illustrate that which is used in New York, because they are not. They are of a simple style of showcard that is quite effective in our Canadian towns. The lettering and designs, as you will note, are all done on dark surfaces, with various pastel colors. Combinations of blue-grey and cream, salmon pink and white, pale blue, pea green, are only a few that can be worked over these dark colored cards to good effect.

The card with the light, broad border has a cut-out centre, and the dark centre is mounted on the back of it.

The other card has a smooth black surface. This variety also comes in maroon, dark green, both of which can be used to make splendid showcards. On this latter card use a heavy opaque color, so as to ensure the ground not showing through.

MERCHANT FINED FOR KEEPING OPEN AFTER HOURS

Every haberdasher, especially those situated in the cities where daylight saving has not been adopted, and, in consequence there are what is known as "mixed times," will be interested in an occurrence in which T. Henry, who conducts a men's wear and bargain store in St. Thomas, Ont., was the victim, and which incidentally brought him to the Police Court, where he paid a fine of $5 and costs.

Mr. Henry had not adopted daylight saving, and there happens to be a by-law in existence in the city which compels every business man to close his store at 7 p.m. As a natural sequence, when Mr. Henry's clock was at 7 o'clock the city timepieces registered 8 p.m. He was caught the other night, and, as above stated, paid a fine of $5. The magistrate held that the time, while enacted by the City Council might not be legal in the province, must be law in the city, or the by-law would also not be valid.

Mr. Henry and a number of others are now out with a petition to quash the by-law. It will be presented to the City Council this month, and the city fathers will be asked to rescind the early-closing law for all time. There are a number of merchants, especially gents' furnishers, who are making every effort to oppose any change. The law was passed by a two-thirds vote of the City Council a couple of years ago.

The Regent Cap Mfg. Co., 149 Notre Dame Street W., are moving to new and larger premises in the Jacobs' Building, necessitated by the increased business.

The Retailer's Field and Its Business Possibilities

By JOHN C. KIRKWOOD

THE retailer's local community, as shown by the accompanying diagram, may be confined to the area of the inner circle, designated "0," or it may overflow into the surrounding territory designated "1," "2," "3" and so on.

In the diagram, "0" represents a territory two miles in diameter, containing 3.14 square miles, or 2,010 acres. A town occupying this area may have a population of from 3,000 to 5,000, or from 600 to 1,000 families—say, on an average, 750 families.

The belts of territory surrounding "0" have a breadth of one mile. In the case of cities, their area will take in one or more of these belts. The acreage area of each belt is indicated in the accompanying table. Allowing 4 to 5 families per acre, on an average, the approximate urban population of each belt in the city area can be computed. In the table following a town of 750 families is assumed, all contained within the circle designated "0." The rural territory begins with belt No. 1, and extends, in the diagram, to a distance of 21 miles out from the retailer's store.

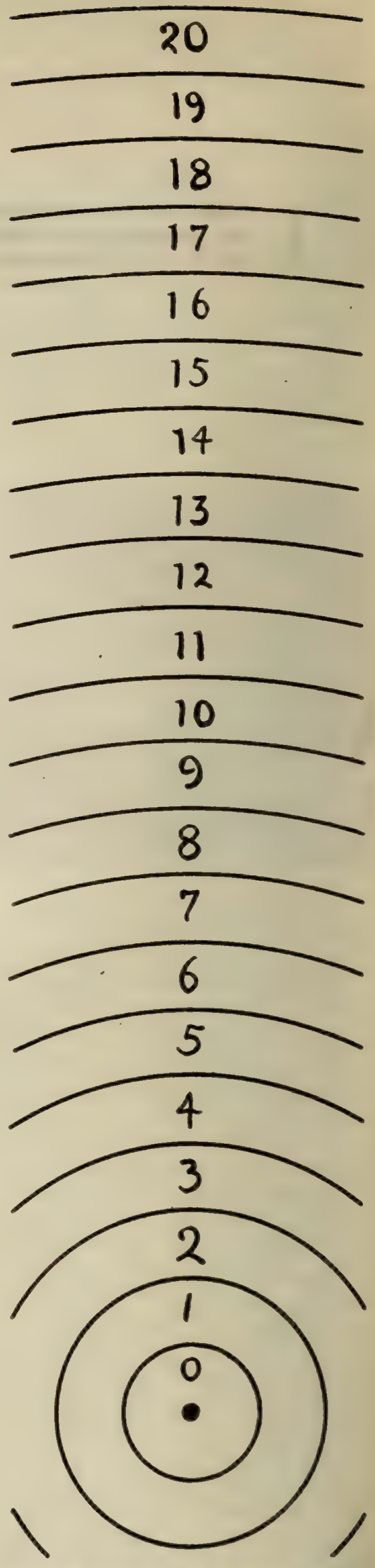
The retailer's field, before serious competition from other neighboring towns or cities is encountered, will almost certainly take in Belts Nos. 1, 2, 3, 4 and 5, and may take in a number more. Each retailer will know just how many of these mile-wide belts he can fairly count as his own field.

The table following will suggest to each retailer the approximate number of families residing in his field; and suggests the amount of their probable annual consumption of the particular class or classes of merchandise sold by the retailer. It is for the retailer himself to ascertain just how many of the families in his field he is serving regularly, and how close he comes to doing all the business which his field is able to yield him.

Belt or area marked	Having a breadth of one mile, contains:			And has a population, on the basis of 1 family to each 100 acres:	Total No. of families in whole territory:	The retailer's annual business with these families on the basis of annual sales as under can be:		
	sq. miles		acres	families		$50 a year	$100 a year	$200 a year
0*	3.14	=	2,010	750	750*	$ 37,500	$ 75,000	$ 150,000
1	9.42	=	6,031	60	810	40,500	81,000	162,000
2	15.71	=	10,052	100	910	45,500	91,000	182,000
3	22.00	=	14,073	140	1,050	52,500	105,000	210,000
4	28.08	=	18,094	181	1,231	61,550	123,100	246,200
5	34.56	=	22,115	221	1,452	72,600	145,200	290,400
6	40.83	=	26,136	261	1,713	85,650	171,300	342,600
7	47.13	=	30,157	301	2,014	100,700	201,400	402,800
8	53.41	=	34,178	341	2,355	117,750	235,500	471,000
9	59.69	=	38,199	382	2,737	136,850	273,700	547,400
10	65.98	=	42,220	422	3,115	155,750	311,500	623,000
11	72.76	=	46,241	462	3,621	181,050	362,100	724,200
12	78.54	=	50,262	502	4,123	206,150	412,300	824,600
13	84.82	=	54,283	543	4,666	233,300	466,600	933,200
14	91.10	=	58,304	583	5,249	262,450	524,900	1,049,800
15	97.38	=	62,325	623	5,872	293,600	587,200	1,174,400
16	103.66	=	66,346	663	6,535	326,750	653,500	1,307,000
17	109.94	=	70,367	703	7,238	361,900	723,800	1,447,600
18	116.22	=	74,388	744	7,982	399,100	798,200	1,596,400
19	122.50	=	78,409	784	8,766	438,300	876,600	1,753,200
20	128.78	=	82,430	824	9,590	479,500	959,000	1,918,000
Totals	1385.45	=	886,656	9,590				

*Local field, containing, by assumption, 750 families.

Note: The figures indicating the amount of business possible can, and should, be divided by the number of retailers competing for the business—2, if there be two retailers in the same general line of business; 3, if there be three, and so on. The point is that these figures indicate that there is a volume of possible business for each retailer much larger than he may now be having.



The significance of this diagram is interpreted in the reading matter accompanying. The centre of the inner circle, marked "0," represents the retailer's store, or the heart of the local business community. The circular strips or belts, marked 1, 2, 3 and so on, represent mile-wide areas surrounding the local business community. The area of each of these belts, expressed in square miles and acres, is given in the table accompanying, as is also the probable population by families. The amount of business which the retailer's field should yield is likewise indicated.

MARKET REPORTS

CLOTHING

It is not now a question of price that the manufacturer is up against, but of skilled or even unskilled labor, either of which seem almost impossible to procure. Conditions are the same all over Canada. Our Montreal representative informs us that the Eastern factories are working to capacity and are behind in deliveries. The same applies to Ontario clothing manufacturing plants. The manager of one of the largest told a MEN'S WEAR REVIEW representative that they were behind eight hundred suits in deliveries.

The consensus of opinion is that this condition will remain all through the Summer months as most of the firms are filled up with rush orders as well as those for Fall delivery.

The shorter working hours are also doing their share to help reduce the output.

The average retailer has been caught with small stocks of the more standard sizes and the business from the returned soldier has turned the most ardent pessimist into a-rush-by-return-express optimist. Prices remain firm on woollen goods and Canadian mills are refusing new customers, and according to reports only filling orders on hand fifty per cent. complete. One has only to remember that Great Britain is ordering hundreds of thousands of yards of Canadian tweeds for their standard suits and the reason for short deliveries is apparent.

NECKWEAR

It was generally expected that the price of tie silks would show a decline in price before this but a neckwear manufacturer who is in close touch with European and American markets says that prices will still be higher and goods hard to procure. One dollar will be the popular price for a cravat and the retailer need not expect to give as good value for that amount as formerly. This condition has been brought about largely on account of scarcity of operators. Notwithstanding that the wages have been increased and hours of labor shortened it is almost impossible to procure labor of the proper kind. One large firm said they were not looking for orders for future delivery but were shipping everything just as manufactured. This is getting to be a general rule now with manufacturers, and retailers will do well to bear this in mind when ordering. Made-up stocks were never so light as at the present time with the manufacturers. They find it very difficult to get out their orders on time and have no surplus stock. With the approach of warm weather the ever-popular bat-wing will make its appearance, and would be a general favorite if more people could master the mystery of its make-up. There is a tendency for a smaller shape tie, and several manufacturers are showing for fall a full range of reversible Derbys made up in this once popular shape.

COLLARS AND SHIRTS

"Soft collars simply cannot be turned out fast enough to meet the demands," said one manufacturer and that view seems to sum up the general situation. In addition to large orders the manufacturers say they are getting many repeat orders. They are handicapped in filling these by slow deliveries of materials from the mills. Recent purchases on the part of the buying public, stimulated by the needs of the thousands of soldiers who are returning, have nearly cleaned out many stocks in the hands of the retailers. Prices are firm, and it is stated, will continue so, especially for the better grades.

Heavier orders than usual are being placed for fall deliveries of shirts. Business all along the line has been good and one of the big troubles of the manufacturers is to maintain their supplies of materials. The mills are loaded up with orders, some of which were placed by the Government and many others given by firms whose stocks have been low and who see steady business ahead and are trying to get ready for it. The general fine weather that has prevailed, the purchases being made by returning soldiers who are getting back into civvies and the general seasonable demand has made big inroads into the stocks available.

"My advice to retailers is to place their orders as quickly as possible," said one manufacturer. "Prices are certainly not going to come down any. It is impossible to get the materials and deliveries are going to be slow at best. The men who hold off buying will find that when they want to place orders later it will be impossible to get the goods and the man who ordered early will have the stock and get the business. There has been a big trade in sorting orders recently, which indicates that many of the retailers who were buying from hand to mouth are realizing that Canadian trade is going to be good and that they have to have the stocks to take care of it. My advice to dealers who are holding off buying is to place orders for at least eighty per cent. of their requirements now. The chances are that if they do not they will not get the goods when they need them."

The silk shirt seems to be gaining in popularity, judging by orders that are being placed. The general demand is for neat patterns and not too loud colors, with a decided tendency to get away from a lot of the extravagant designs.

EXTREMISTS IN MEN'S WEAR

A London representative of MEN'S WEAR REVIEW, discussing the immediate future of men's fashions with the manager of a leading firm of west-end tailors, found that gentleman quite unperturbed at the suggestion that jazz suits, dazzle trousers and futurist hats, combined with the introduction of the American cut would possibly feature among the new vogues. It is thought quite possible that all these things may figure in the wardrobes of certain classes of people, and the phenomenal call for light-colored suitings gives ample warning for developments along these lines which may be expected. Such extremes, however, are not likely to disturb the equilibrium of the first-class trade.

The idea of clothing of a gayer hue for men is not altogether new. Before the war quite a quantity of color-blended cloth was manufactured, and would, no doubt, have been introduced to the market with success had it not been swamped by khaki. Fresh patterns of this kind are now being prepared and will shortly be shown in London in first quality cloth. A piece of mulberry-colored cloth of the blend variety was seen by MEN'S WEAR REVIEW, and the effect was certainly a trifle startling, but made up, of course, it would be less arrestive.

Blue dress suits will also have to be reckoned with this season. Quite a number are being fitted and are expected to become popular, if not competitive with the sombre conventional garment which has so long clad the male in his pleasure hours.

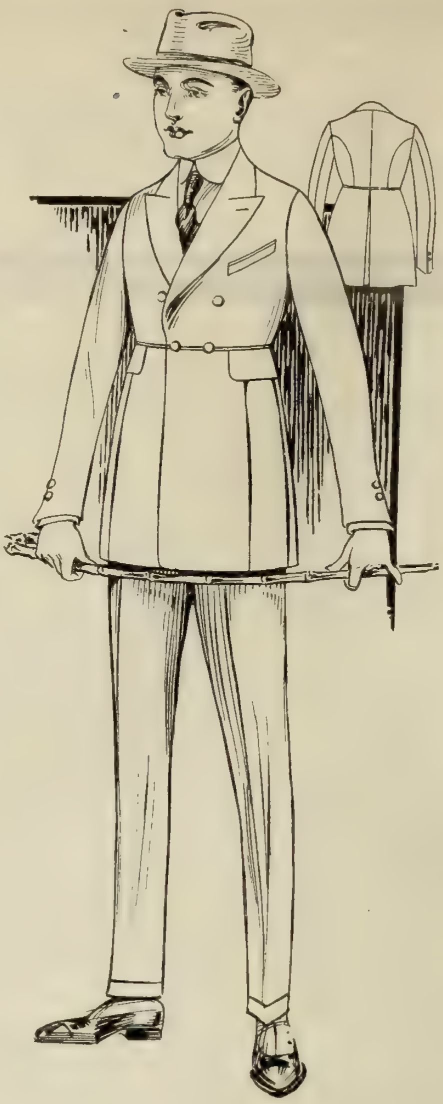
WHAT IS WHAT IN MEN'S FASHIONS

In conversation with a prominent Montreal men's outfitter, Mr. Henry Marks expressed the opinion that men who are discarding the Canadian uniform for the civies of everyday life, will find exceptionally smart styles for Spring and Summer featured this year. Soft colorings that bespeak Springtime are especially evident in shirts, socks, and spats.

White, purple, grey, green and brown stripes predominate in the silk shirt this season. As for materials, the new cotton and fibre mixture has already won favor for its excellent wearing qualities. English Madras, zephyrs, silk and wool taffetas, have also come to the fore as popular materials for Spring shirts.

For Summer suitings Palm Beach cloth in green, brown, and in tans will be extensively used. Although difficult to obtain, flannel and duck trousers will continue to be favorable for sport wear.

Spring topcoats range all the way from the Burberry and gabardine to the slip-on in fawn shades. Many of these coats have the military touch that is especially in vogue this season. The military trench coats and the belted leather motor coats promise to carry off honors for outing wear. Chesterfields in three-quarters and box lengths, in gray green and in heather mixtures, and the imported Bannockburns will be especially smart.



A new style fancy coat, made by College Brand Clothes, Montreal.

The golfer will require for the accessories of his wardrobe chamois gloves with pores or fingerless gloves. He will doubtless note the excellent quality of the smart golfing hats in Scotch makes in tans and white with a green backing for the protection of the eyes from the sun.

There are numerous designs and colors in the wide assortment of ties from which the man of fashion may choose this Spring. Four-in-hands, derbys and batwings will predominate. Wide open collars, especially in the lower shapes, have attained the pinnacle of popularity and the soft collar, in shapes new and interlocked, will be the prime favorite in the sultry days that lie ahead.

Spats in light fawn, fawn, gray and white will be extensively worn this season. Silk socks will claim an equal share of favor, especially the hose with silk clocks in different colors, buffalo browns, Russian calf and in all shades of champagne, grey, white and green. Gloves of silk and fabric will replace leather gloves in a great degree on account of the high price of the latter.

HIGH PRICES TO PREVAIL FOR GOOD CLOTHES

R. J. J. Broderick, merchant tailor of Sarnia, has the following to say in regard to the woollen situation: "A decrease in the price of pure woollens is not likely for probably a year and a half, and an increase is likely before there is a drop. Owing to the war, millions of yards of khaki were used in the uniforms of the soldiers, thus creating an acute shortage of raw wool before hostilities ceased.

The British woollen men have not exported any of their goods to European countries for the past three years, but now that the embargo has been removed by Great Britain the demand for goods has increased to such an extent that the woollen market is practically depleted. The price of raw material has been set for the next eight months by the British Government, and this coupled with the increased price paid to spinners precludes any likelihood of a decrease in the price for some time to come.

"The tailoring business was never better," said our informant, "and we have never been as busy in our history as we are at present. While it is almost impossible to secure woollen goods, I prepared for the future by buying heavily, and as a consequence have been able to supply my customers with the best that the British woollen mills can turn out, and at present have the largest stock since embarking into the tailoring business. The greatest drawback is the shortage of skilled labor, but we have been particularly fortunate in this respect, and have on our staff the most capable mechanics we have ever had, and all our output is completed on the premises.

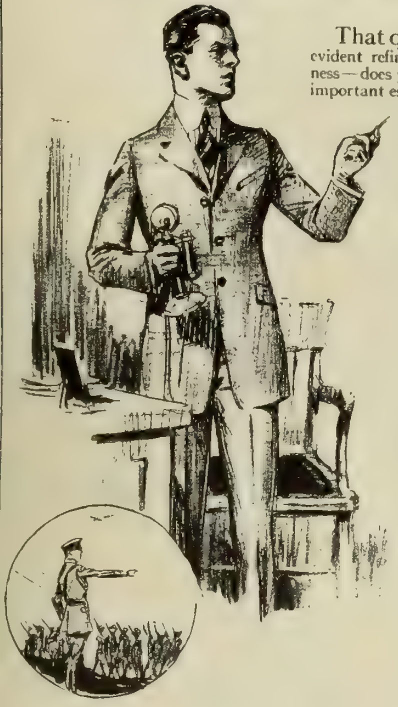
"Nearly 33 1-3 per cent. of our business is out of the city, and our mail order business has increased wonderfully, as has also our local trade. The people demand better goods than they ever did before, and are not averse to paying the price, providing the class of goods is right."

Replying to a question as to the quality of the dyes being used, Mr. Broderick had no hesitancy in saying that the British dyes are the equal to any dyes ever used in the dying industry, the German dyes included. Soldiers returning to civilian attire are buying the best goods on the market and the styles this season are not as militaristic as one might imagine. Greys and blues are the popular colors and most used by smart dressers.

THE RETAIL ADVERTISING PAGE

Suggestions That Will Help the Ad-Writing Man

Don't get your wires crossed on the CLOTHES QUESTION



That quiet restraint—that self-evident refinement — that sure-fire becomingness — does your sense of dress dote on these important essentials of correct clothes? Then see our spring lines. Folks will "receive" you at first glance. They'll "transmit" hearty approval—they'll know you are on the right "line" if that suit is selected here. What is your "number" please? We have all sizes—and can give you a quick "connection."

Use Space This Size for Items or Description

YOUR NAME HERE

It is our intention to run a series of retail advertisements that are correct in layout, with interesting, up-to-date descriptive matter.

SPRING SUITS with that graceful, stylish aspect

There's a new idea in men's suits for spring wear You will observe a tangible, free and easy air, an aspect of solid comfort, a feeling of positive becomingness Our assortments embrace every preference

Use Space This Size for Items or Description

YOUR NAME HERE

These two suggestions are reproduced from full-page ads. Cuts are 12 to 15 inches in length. We can supply all cuts shown on this page at actual cost. We shall be pleased to have you take advantage of this service.

NOTES OF THE TRADE

Messrs. Schwartz & Jaffee, Inc., one of the largest manufacturers of juvenile, boys' and young men's clothing in America, advise us that they have decided to open a special Canadian department to cater solely to the requirements of the Canadian merchants. In this way they believe the interests of the clothing buyers of the Dominion can be better cared for. Mr. Henry Moritz will be in this country in the month of May to book orders.

S. Levinson, Son & Co., clothing manufacturers, have removed from 311 Notre Dame Street West, to the Jacobs Building, 282 St. Catherine Street W., where they have secured larger and more modern premises. This is another move of an old established firm in connection with the general march of the clothing business to the uptown centre of Montreal.

ROBBERS BUSY IN CORNWALL, ONT.

The clothing and gents' furnishing store of Dover's, Limited, was entered and $300 worth of high-class clothing, shirts, socks, collars, hats, caps, ties, etc. were taken. Entrance was effected by prying out the lock on the front door and breaking the connecting rods between the inner and outer locks. A couple of young men claim to have seen the thieves leave the store with their plunder, going around the corner and up First Street, but by the time the night officer was located, though only half a block up street, there was no sign of the robbers. The police were notified and word was sent along the line east and west of Cornwall. Shortly after noon on Saturday, Chief Smyth received a telephone message from Detective Tisdale, of the G. T. R. force, Montreal, informing him that he had been given the custody of two men who had been taken in charge by a brakeman named Burke at Coteau. It appears that when Burke's train stopped at Coteau he noticed two men get off, and he followed them. They went behind a building and were preparing to change clothing when Burke came upon them. He asked them where they got the new clothes, and was informed that they had found them in the freight car in which they had ridden from Brockville. Mr. Burke did not like the sound of their story and took charge of the pair and took them to Montreal and handed them over to Mr. Tisdale. The name of Dover's, Limited, was on some of the articles and this connected the men with the Cornwall robbery. One of them claimed to be from Cornwall and the other from Windsor, Ont. Both are returned soldiers. Officer John Uren went to Montreal on the early train on Monday and brought the men back to face the charge. They appeared in the police court on Tuesday morning, and at the request of Mr. J. G. Harkness, County Crown Attorney, they were remanded to jail until Thursday afternoon.

Dovers, Limited, only purchased their present business a few months ago from Mr. N. J. Fraid, who, with his family, is moving to Westmount in a few weeks to reside. Less than two years ago Mr. Fraid suffered a heavy loss by midnight visitors at his store, and since then S. W. Jacobs' gents' furnishing store on the opposite corner, was also burglarized.

A. A. FOURNIER, LTD., OTTAWA

THE fine new department store of the A. A. Fournier Co., Limited, corner of Bank Street and Laurier Ave. W., has been laid out with special attention to the men's wear section. A separate entrance at 159 Bank Street gives the department the distinction of a complete men's shop which has been the intention of the firm, as they find some men have an aversion of going into a dry goods store. This door does away with a possible objection and will draw such customers in without difficulty.

The entire left-hand side is given over to a series of clothing cabinets, dust-proof and sanitary, keeping all the goods in perfect condition. In the centre of the cabinets a veritable hall of mirrors has been installed. This is triangular in shape with the mirrors reaching from the floor to the top of the cabinets. Adjoining this is a dressing room. A customer more than usually hard to please can enter, and, in perfect privacy put on the suit complete, then he can view himself in the mirrors from head to foot, can assure himself of correct fit; and as the firm will guarantee the quality, it only remains for him to sell himself the clothes.

On the right-hand side will be found a pleasing collection of underwear of all kinds, while down the centre is a row of silent salesmen, each tastefully decorated with the very latest articles of men's wear, correct in color, style and quality. Hats and caps are here in pleasing variety, making it hard for any customer to leave the store without securing something suitable to his tastes and pocket.

At the far end of the store the main dry goods department can be entered by turning to the right, and by turning to the left an archway opens up a view of the up-to-date boot and shoe section, where every member of the family can get shoes to fit.

THE "CURRIE"

The new W. G. & R. collar for spring and summer. Follows the general lines of the "Somme," but is cut back a little more.

Prompt delivery of all purchases is an important point insisted upon. The city is divided into several districts for delivery purposes, and any article bought is soon on its way home either by motor delivery, horse and rig, or special messenger.

The general management is in the capable hands of Mr. M. Willis, whose long experience in some of the leading stores in Canada is now at the disposal of the Ottawa public.

The management point with pride to the fact that their employees are helping them to the best of their ability, and each is trying to advance the firm's interest There is an air of welcome about the whole store, which speaks well for all concerned.

A new style in Caps. Although made in the regular shapes, the pencil seams give it a very nifty and smart appearance. Made in both plain and fancy tweeds and is one of the new lines shown by Palter Bros.

FELTS EXPECTED IN THE FALL

In common with everything else, straw hats are going up in price. The cheapest lines will be retailed at prices varying from $1 to $1.30. The increase in price is put down to the scarcity of raw materials. As regards styles, there will be little variation from the vogue of last season. There is perhaps a tendency for crowns to be a trifle higher and brims slightly narrower.

A leading London house informed the MENS WEAR REVIEW that they were looking forward with confidence to the return of the hard felt in the Fall. The price of high-grade hard hats is likely to be rather alarming unless the skilled labor questions solves itself.

MORE COLOR AND VARIETY IN MEN'S DRESS

There is a tendency now to foster enthusiasm for a greater variety of color in men's dress fabrics. Cloths of startling hues are finding their way to London tailors and being readily accepted by youthful customers. The trade and the customer are quick to take advantage of the release from khaki to fly new and brighter colors.

It is predicted that the new "dazzle" cloth will be popular, and that light grey will also be worn very much this Summer.

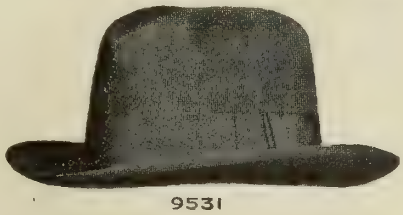
COMING CONVENTION

The second regular convention of the newly-formed Canadian Association of Garment Manufacturers will be held at the King Edward Hotel, Toronto, May 12 and 13. In view of the extraordinary conditions of trade at the present time this will be a vitally interesting meeting for the membership of this association, which at the present time includes eighty-five per cent. of the total cutters-up of overalls, work shirts and men's working clothing in Canada. The executive committee will have to report at the convention the results to date of the efforts to secure export business. Mr. H. M. Levine, vice-president of the association, who is in London at the present time acting as the representative of the association on the Canadian trade mission, of which Mr. Lloyd Harris is chairman, has already closed orders with the Roumanian and Belgian Governments for shirts and overalls.

It is expected that seventy-five per cent. at least of the entire membership of the association will be present at this meeting. The officers of the association are as follows: President, Horace B Peabody, Walkerville, Ont.; vice-president, H. M. Levine, Montreal, Que.; treasurer, W. B. Deacon, Belleville, Ont.; secretary J. A. Haugh, Toronto, Ont.; asst. secretary, W. F. Corbett, Toronto, Ont.

CONVENTION PROGRAMME

In connection with the convention of the Canadian Garment Association which will be held May 12 and 13 at the King Edward Hotel, Toronto, an elaborate programme has been arranged by Mr. Chas. F. Fell, of the Hamilton Carhartt Cotton Mills, Ltd., who is chairman of the committee on arrangements, which includes a banquet at the King Edward the evening of Monday, May 12, a discussion of the Standardization of Trimmings, by Mr. P. M. Poaps, of the J. B. Goodhue Overall Co., Rock Island, Que., chairman of the standardization committee, and a discussion of the standardization of shirt patterns by Mr. W. B. Deacon, of the Deacon Shirt Co., Belleville, chairman of the shirt standardization committee.



9531

New shape soft felt Monarch hat shown by L. Gnaedinger & Son.

An address will also be delivered by Mr. F. George Dodshon, of the General Motors Corporation, Detroit, Mich., who is one of the best known experts in patterns and designs in the United States, and has full charge of the General Motors Corporation top and trimming factory. Mr. Dodshon's talk will be illustrated and will be of great value to the trade.

At the close of the convention Tuesday night a special sleeping car has been chartered to take those members of the convention who are members of the International Association of Garment Manufacturers to Chicago, where they will arrive the morning of Wednesday, the 14th, in time for the opening of the International Association convention on that date.

COTTON GOODS

The market is still very uncertain but the downward tendency of the last few weeks has been checked and prices are firmer than they have been for some time. The little flurry of this week was only a flurry and not of a permanent character, although it indicates a stiffening of prices. Manufacturers report business fair, and while placing orders has not been up to the average, this being caused by the general view that there would be a decline in prices, and this not being realized they have great hopes for the largest assorting business in years.

Trade in overalls has been slow, and this has been caused not so much on account of prices, but rather the policy of retailers to unload, and get their stock back to pre-war proportions.

If cottons decline considerably it will not make any great difference to the retailers for some considerable time as the manufacturer is always 6 to 9 months ahead of the markets. Underwear is selling freely and at prices that should enable the retailer to take a good profit, and there is nothing to indicate any great change for this season.

WOOL

Prices High at U. S. Auction

Active bidding marked the government wool auction which was carried on in the latter part of March, and buyers seemed anxious to secure wool. There was good competition displayed at the sale and buying was well distributed. Prices usually ran high and in some instances were above the government's upset figures.

The hundred and forty-nine lots were auctioned, comprising approximately 3,300,000 pounds of domestic fleece wool and about 450,000 pounds of rubbed grease wool. Of the offerings over 94 per cent. were sold.

PRIZES FOR CATALOGUE COVER DESIGNS

Mr. Curtis C. Westland and Mr. Stanley F. Turner, of Toronto, were adjudged equal winners of the first prize in the competition among Canadian artists which was arranged by the T. Eaton Co. for Jubilee cover designs for their Fall catalogue. The total value of the 13 prizes offered was $2,500, the first being $750, second $350, and the others ranging down to $75.

ART DISPLAY FIXTURES

Something entirely new and made in Canada for the first time by the Dale Wax Figure Co. of Toronto. They are very artistic and really works of art, being surrounded by floral relief work and finished in many colors such as Old Gold, French Grey, Pearl Grey, White, Etc., with gold relief. They are made to display all kinds of Men's Furnishing Goods.

PULL TOGETHER

Optimism the Order of the Day—Canada's Future Bright.

I AM beginning to learn that we have a good many optimistic, cheerful men in this country after all. I am meeting more and more of them day after day in business transactions, men who have faith in Canada, who believe in Canada, men who are not turned aside because of a temporary lull in business, men who believe in the future, men who can see great possibilities everywhere in this country, men who are men. These are the type of men who are helping to make Canada—men with a vision. I am firm in my own belief also that the future is promising. Already we have passed the worst stages of the disorganization brought about by the transition from war to peace. The future looks promising. For four years we have not been doing any public work of importance; we have been patching here and there. In construction work we are years behind the wants of the country, but the Governments are providing a big spending programme. Millions are to be spent in public works, and thousands of men are to be employed in building and construction. Moreover, there are thousands of small contractors all over the country awaiting the opportunities to complete contracts that have been held up. Then we have to feed, clothe, and transport whole armies of our returned men. Hundreds of factories will be running soon day and night to supply the demand for merchandise to feed and clothe the hungry and naked nations of Europe. There will be employment for every man. The hum of industry is gradually giving place to the work of making munitions of war; we are gradually getting back into legitimate avenues of trade and manufacture.

The darkest days are gone, now let's all pull together—as partners, manufacturers, farmers, workmen, bankers, retailers, and citizens generally; we must all work in the common cause for the best good of all.—Extract from "Bob's Booklet," issued by R. G. Long & Co., Ltd., of Toronto.

THE TOWN ON THE TROLLEY LINE

(Continued from page 42)

Won't Become Human Pack Mules

In the case of the grocery store, the danger of losing trade because of any such facilities of travel, trickles away to absolutely nothing. As Mr. Wells sees it, the people of a locality will buy either from their locality grocery or from the mail order house. They are not likely to go far afield to make their purchases of flour and sugar, and spoil a day's outing in the city by loading themselves down like pack mules, with commodities they can get as cheaply at home. No, it is either the town store or the catalogue, and everything that makes it easier for the rural population to get to the town makes the road of the catalogue the harder. And making heavy travelling for the mail order catalogue is one of the greatest pleasures that brightens the life of the town merchant. The trolley car and the automobile do just that, according to Mr. Wells.

"That may be all right for the grocery store," someone interjects. "We all know that a pound of sugar bought in Winnipeg would taste the same as a pound bought in Montreal, and the difference in price would hardly be a consideration. But what about the general merchant? There are more chances of his losing trade than there are with the specialized grocery store."

To meet this objection let us continue the parable from the viewpoint of Humph and Heck. The electric car began the work that the automobile is continuing—the destruction of that died-in-the-wool idea that a white collar and a tie were an infallible sign that it was Sunday or a funeral or a wedding. In other words, Heck is a prospective buyer, not once every ten years or so, but about on the same average as the city man. The electric car, and later the automobile, brought Heck and his like into touch with the man who wears a collar and tie as part of the appointments of the day. It made mixing with other folks easy, and it did away with the delightful simplicity of pioneer days.

Unquestionably the more you mix people the more complicated become their needs. Heck, living away off there on the third concession, or thereabouts, is quite satisfied with his baked beans and bologna, and the world's larder, as far as he is concerned, contains only a dozen or so commodities, and his other needs are as simple as his diet.

Humph's Elaborate Needs

Not so the needs of Humph, however. He lives in the town, and reads the newspapers, and the products of the Carnegie cold storage libraries, and he knows what the world is doing, and he knows also what the world is eating and wearing, and, in a measure, thinking. Now, there can be no question of a doubt that as a buyer Humph is twice or three times as interesting a prospect as Heck. But let Heck get to town regularly, mix with Humph and his like, and little by little things change out on the third concession. "The God Bless Our Home" picture, beautifully knitted by Heck's deceased great aunt, gives place to more modern examples of art. Mrs. Heck removes the cream with a crank instead of a skimming spoon, and the bologna ceases to be a daily visitor at the festive board. In other words, the closer the third concession man is brought to the influence of the town, the more numerous will his needs become, and the more will the merchant profit thereby.

That at least is the opinion of Mr. Wells. There is no suggestion that the above is a literal translation of Mr. Wells' opinions on the matter, but it at least follows in a sketchy manner his views on the dangers or lack of danger to be found in the prevalence of trolleys, tin Lizzies, and automobiles.

But when all these arguments have been thoroughly discussed, the strongest one yet remains, and that is the matter of the personal element in salesmanship. There can be no question of the fact that the knowledge a merchant has of his customers, and the confidence that they have in him, is the greatest asset he can possibly have. It is the large factor that puts the town store beyond any casual danger from such agencies as suburban lines and automobiles.

THE BUSINESS SITUATION—AN ANALYSIS

(Continued from page 37)

portant lines of business are now going through the same process of stabilization as the woollen industry.

The inferior wearing quality of many fabrics sold during the war will make necessary the purchase of a considerable volume of new wearing apparel. Lastly, the new colorings and the new models that will be shown for Fall will give everything a novelty tinge as compared with the sombre effects and simple styles that prevailed during the war.

Fall Purchases

Now to sum up. This is of course no time to speculate in merchandise. On the other hand the Fall season will not be a strictly buyer's market. Clothing in the lower grades that contain shoddy and cotton will sell at a substantial reduction from last Fall's prices. Overcoats even in all-wool goods will sell perceptibly lower, but suits, particularly in all-worsted materials and serges, will probably open up very close to the opening prices of last Fall season, because good suitings have declined less than other fabrics and high labor costs will almost absorb the difference.

However, with the stabilizing influences that have already exerted themselves in the raw wool and woollen industries, the opening prices on clothing for next Fall will be on a basis from which further declines will be slight, if any, and will certainly not be sufficient to deter the retailer from providing his reasonable conservative Fall requirements at the earliest opportunity he has to buy them.

In substantiation of the soundness of this prediction is the fact that clothing manufacturers have bought freely and with the utmost confidence of piece goods at these prices.

HOW A VELOUR HAT IS MADE

A New British Trade Captured From the Austrians.

By A. R. THACKRAH, London Editor.

The present vogue of the velour hat marks an epoch in the history of the British hat trade. Many a Briton today carries on his head the soft, slightly fluffy and very attractive outward symbol of a great war victory, bloodlessly won by the British hatter,' who, inside the four walls of his business, is by no means as mad as tradition would lead us to believe.

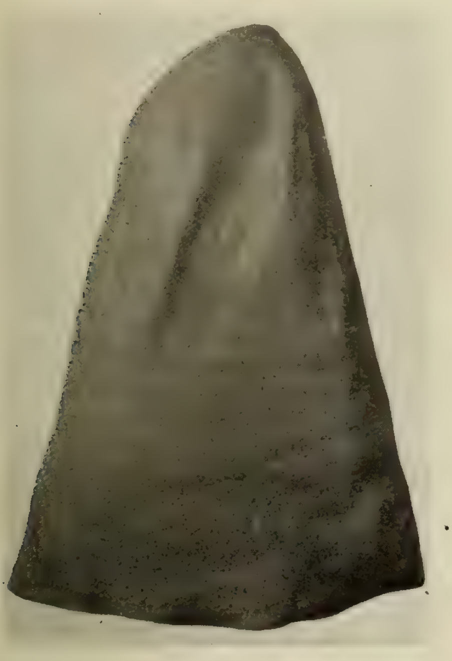


FIG. 1

The story runs as follows: Once upon a time the manufacture of velour had its home in Austria, where for many years a thriving trade was carried on, and much skill and experience in production was gained, likewise much money. In fact the Austrians, not content with holding the market on the continent of Europe, were doing a big trade in the United Kingdom. This business would have continued to grow and flourish but for two things. The first was their ducting experimental work in the hat trade, and a considerable sum of money has been voted for this purpose. failure to turn out London shapes and styles; the second they brought upon themselves, and that was the war. The elimination of Austrian competition during the past four and a half years has given to the British trade the impetus it required. Factories have been enlarged, new machinery has been installed, labor troubles have been successfully overcome, and there is a firm resolve in the trade that what they have captured they mean to keep.

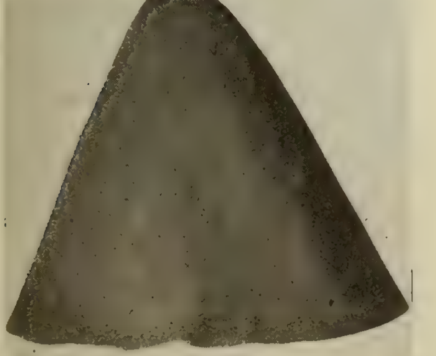


FIG. 2

There are still many points which have to be investigated in respect to the velour hat. The Worshipful Company of Felt Makers, in conjunction with the Felt Hat Makers Confederation, have joined hands in a scheme for the organization of a scientific laboratory for con-

The following is a description in outline of the principal steps in the manufacture of a velour hat. It is not possible to set out here in detail all the processes, which number about twenty, but the accompanying illustrations will serve to indicate the most striking phases during its birth, or rather growth, to use a word which fits the occasion still better. The reason for making this distinction wil be appreciated when it is stated that the dunce's hat or hood, shown in Figure 1, which is roughly about 2 feet high, was grown in a few minutes from two ounces of hare's fur. This trick is performed, according to the manufacturers, by blowing the fur on to a perforated, revolving cone, where it is fixed in position by having fine jets of boiling water sprayed upon it.

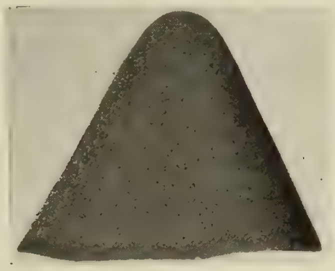


FIG. 3

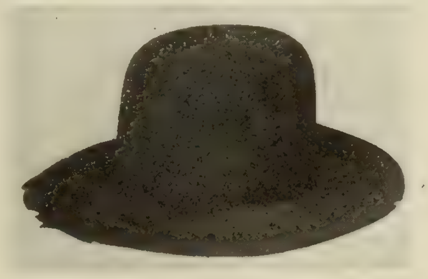


FIG. 4

The hood is then removed from the cone, and is given the name of the "form."It is wonderfully light and strong, and of even texture.

The next process is the reduction in size of the form, and at the same time the concentration of its mass. This is effected by what is termed planking, which consists of rolling and shrinking it to half its original size in boiling, acidulated water. During the process of planking, the velour is brushed to produce the required surface.

The form thus shrunk and treated is seen in Fig. 2. It is then placed upon another revolving cone, and the outstanding hairs are carefully shaved, or clipped to a uniform length and thickness. Looking closely at Fig. 3 it will be seen that the surface is much finer and more even than that in Fig. 2.

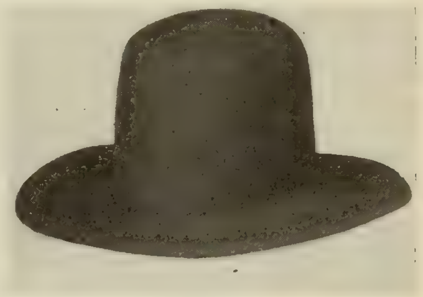


FIG. 5

After planking, brushing and clipping the hat-to-be is dyed.

In the fourth stage we arrive at something approaching a civilized hat. Fig. 4 shows the form after being pressed into shape by hydraulic pressure in an iron mould, or dish, with the brim ready framed. Fig. 4 shows a still more perfect shape, ready for framing and curling.

Fig. 6 shows the completed article, trimmed ready for wear as exhibited by Messrs. Lincoln, Bennett & Co., Ltd., of London.

The various colors for velour hats in favor at the moment are castor, shades of gray and larva. The prices are advancing owing to the increased cost of felt and labor. The hare's fur used in making the genuine velour is fetching as much as twelve dollars per pound.

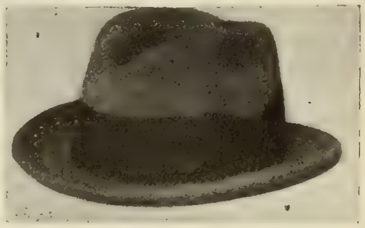


FIG. 6

TWO MACS CELEBRATE THIRTY YEAR ANNIVERSARY

(Continued from page 36)

people thought was gone forever. We are not only putting our men who went to war back in their positions, but taking on new men. We find that the returned soldier almost invariably wants the best class of goods. Money is no object with them, when it comes to buying their civilian outfit. One man, who came in the other day, said that he had been trying on a coat in another place, where they tried to impress him with the cheapness of the price. 'What do I care whether it's cheap or not,' he said. 'I want something that fits me and is good and stylish. I have been wearing cheap clothes for the past four years. Now I want to look like the rest of the boys, and get the best you have in the place.' "

MANY NEW BILLS AFFECT RETAILERS

Legislation Now Under Consideration at Ottawa Will Have Important Bearing on Merchandising in All Its Branches—Aim is to Make For Better Conditions in Business Generally

By **T. M. FRASER**, Ottawa Representative of the MacLean Publications.

EVERY year a large amount of legislation, or proposed legislation, comes before Parliament or its committee, of more or less importance to the retail trade, and this year is no exception to the rule. E. M. Trowern, the Dominion Secretary of the Retail Merchants' Association, always keeps a watchful eye upon the bills going through Parliament, and usually has a number to steer through himself; and whether he is promoting legislation or preventing it, it is all with the idea of forwarding the interests of the retailers. MEN'S WEAR REVIEW in a recent issue gave an account of the meeting of the Dominion Executive of the retailers, and referred to several matters which it was proposed that the Government should deal with in one way or another. In a previous issue a full account was given of the proposed Bankruptcy Act, now before a committee of the House.

Legislation Needed

The following is the full agenda prepared to lay before the members of the Commons and Senate, as subjects requiring legislation: Bankruptcy Act; Requiring Merchants to Keep Books; Sale of Articles Left for Repair; Amendments to the False Advertising Act; Carrying of Parcels and Catalogs by Mail; Fire Insurance Act; Weights and Measures; Price Maintenance Legislation; Fixing of weight of contents of Cereal Packages; Adulteration Act; Inland Trade Commission; Government Employees to Come under Garnishee Act; War Stamps on Patent Medicines; War Profit Tax on Luxuries; Purchasing of Goods on Sabbath; Daylight Saving; Customs Confiscating Automobiles; Cooperative Societies.

Now Being Considered

A number of other items enumerated have been dealt with in one form or another. The requiring of merchants to keep books, amendments to the False Advertising Act, and Price Maintenance are now all before the Department of Justice for consideration. The sale of articles left for repairs has been dropped for the present. The carrying of parcels and catalogs by mail is being dealt with by a special committee. The Adulteration Act is before the Cabinet. Nothing will be done on the Inland Trade Commission this year. A bill will be introduced to deal with the matter of the weight of contents of cereal packages; and it may be noted that the weight of contents of salmon and lobsters and other canned goods has been discussed before the House at some length and legislation regarding it will likely be introduced.

Matters of Policy

There are several matters, such as co-operative societies and the confiscation of automobiles carrying liquor, which are a matter of policy and cannot be dealt with by legislation, but strong representation regarding them has been made to the Government and some action will likely be taken.

The Senate has now before it a bill entitled an Act to Amend the Criminal Code, respecting prevention of fire. This provides that everyone is guilty of an indictable offence who negligently causes fire resulting in the loss of life or property, or who refuses to make alterations, remove materials or supply apparatus when ordered to do so by the proper authorities.

A bill now before the House deals with the weight of contents of canned goods, referred to above. It provides that there shall be four sizes of cans for lobsters, containing not less than three, six, nine or twelve ounces avoirdupois respectively of dry lobster meat. No other size of can shall be used for lobsters without permission of the Minister. Such permission shall state the minimum amount of dry lobster meat packed in each size of can so authorized.

The Minister of Trade and Commerce has a resolution before the Committee of the House to amend the Fertilizers Act in several respects. The phosphoric acid contents in the guaranteed analysis of a fertilizer must be plainly stated in connection with each package sold. The vendor must affix stamps to the value of one cent for the value of each one hundred pounds sold, with other provisions regarding analysis.

A very lengthy bill regarding Canadian copyright is also before the Senate, and is being both urged and opposed by rival interests.

Dr. Sheard, M.P., has introduced a bill to incorporate the Wholesale Grocers' Association, which is now before the Committee.

One of the most important matters of legislation to the retailer is that dealing with the war tax stamp duty on patent medicines and articles in bottles and packages.

Pressing Problems

The Government has got some other problems on its hands that are pressing for settlement, and on which action is being taken. There is the demand of the postal employees for more wages, and various threats as to what is going to happen if this is not attended to immediately. This is a problem that involves the whole commercial world, and those who had a taste of the delays that followed the trouble in Toronto last year when the men went out learned just how much inconvenience and loss it meant. In Montreal 1,200 employees of the Montreal Light, Heat and Power Co., Ltd., are on strike. It is understood that the main points at issue are the refusal of the company to recognize the union and wage differences. The settlement of this trouble is perhaps more important than appears on the surface owing to the number of firms dependent upon the power company for power.

Express Men, Too

In addition to these troubles the Canadian Express Employees have refused the award of the Labor Board and are expected to walk out. Some twelve hundred men are affected, and this may prove a more or less serious handicap at a season when business is increasing and express shipments growing larger from day to day. The recommendations of the Labor Board, although granting some concessions and increasing pay schedules, were not acceptable to the men.

◆

FROM FIG LEAVES TO FASHION CRAFT

The evolution in styles in gentlemen's dress from the time of the Garden of Eden, through the Stone Age, the Crusader period, the Cromwellian age, and on up to the present day, formed the basis of an interesting address given by Harry Clarke at the occasion of a luncheon of the Moose Jaw Rotary Club.

"There has been very little change in the style of men's dress," said Rotarian Clarke, "during the past fifty years. From time to time the coat may be made tighter or looser in fit, more or less buttons may be used, the trousers may be wider or narrower, and cuffs may be the style or not, but in the main the style remains just as it was fifty years ago. One authority is reputed to have said that the styles came here from New York, New York got them from London, London from Paris, and Paris from the devil. Just now, however, we are informed that President Wilson is setting the style in Paris, and that anything which he wears is immediately adopted by the Parisians.

A TALK ON THE HISTORY OF THE UNION JACK

Definition of a Flag—The Beginning and Development of the Union Jack—The Cross of St. George—The Cross of St. Andrew —The Cross of St. Patrick

By "SEA-CAPTAIN."

THE subject of this article will be the "Union Jack," not flags in general.

Now, first of all, what is a flag? Let us say that it is something made to display or fly, so that it can be seen; and we have flags made of silk and bunting. For Royalty, silk is used often, and bunting generally. Of course some cheap flags are made out of linen, and such like. Bunting is the best as it stands the strain and is most desirable in many ways.

Our "Union Jack"

From the earliest records we read of such national emblems as banners and ensigns, and all through the Bible we have an ever-recurring allusion to them.

In the early centuries when the Church and not the State was supreme, we find the Cross a prominent figure and recognized as the highest symbol of dignity and honor.

The Red Cross of St. George of Cappadocia — the redresser of wrongs, the protector of women, the model of Christian chivalry—is still the visible sign to us all that his glorious name would suggest wherever floats the British Flag.

The St. George Flag alone is made up of only two colors—white and red. Until the year 1606 the Red Cross was the flag of England, and its subsequent position on the Union Jack indicates the predominant share the English nation bore in creation of the Union, and the powerful position it now holds in its Councils.

Some of you have read of the Spanish Armada, and it was under this flag England defeated Spain, and became proud mistress of the sea.

Her Union Jack, which now floats over more than four hundred million people, comes to us as the record of the growth of a great Christian nation, and traces through centuries of adventure and progress, the gradual development by the British people of constitutional government over a world-wide empire.

Three years after the union of the two Kingdoms, i.e. in 1606, a new ensign was used by order of James I, in which the Cross of St. George was blended with the diagonal cross on a blue ground, of St. Andrew, patron saint of Scotland.

As first in the Union Jack it occupied the place of honor in the upper quartering nearest the staff, these two crosses combined, forming what is known as the first "Union Jack."

With the Union of Ireland and Great Britain on January 1st, 1801, came the final addition to our national flag. This was accomplished by blending with the former designs, the red diagonal cross upon a white ground, generally known as the cross of St. Patrick, and thus forming the meteor flag of England. In its invincible red, white, and blue, we learn how these sister nations are united by courage to build their realm on the sure foundation of purity and truth.

As Canadians, and citizens of no mean country, in the Greater Britain, we share in the glorious achievements of the Union Jack. We are of a race that never counted the number of its friends, nor the number of its foes, when freedom, loyalty, or God was concerned. This is our flag, symbolizing the highest thoughts that have descended from heaven to earth. Ours, too, is the King whose virtues transmute the sacred principles of loyalty into a personal affection. Ours, too, be the daily prayer: "God bless our Church, Our King and Empire, and keep us loyal."

Such is a brief history of our Union Jack. Now let me touch on a few pointers re the combination.

"St. George"

The patron saint of England—St. George for Merry England. Wherever ships have sailed, there the Red Cross of St. George has been carried by the sailor-nation who chose him as their hero. This knight was born, the son of noble Christian parents, in the Kingdom of Cappadocia, and was beheaded for his faith, on the 23rd of April A.D. 361. His memory has always been greatly revered in the East, particularly by the Greek Church.

The form of his cross is that known as the Greek cross, the four arms being at right angles to each other, in this case as a red cross on a white ground.

England is, however, the only nation which has adopted the Red Cross of St. George as its special national ensign.

St. George, the redresser of wrongs, the protector of women, the model of Christian bravery, and a saint of England, was not a sailor, but it was after and in memory of their sailors' victory near the scene of his exploits that the seafaring nation adopted him as their patron saint. It was under this St. George's Cross that Richard the Lion-Hearted, after proving their seamanship in victory, showed the mettle of his English Crusaders in the battles of the Holy Land, and led them to within sight of Jerusalem.

> Ye mariners of England,
>   That guard our native seas,
> Whose flag has braved a thousand years,
> The battle and the breeze.

"St. Andrew"

The patron saint of Scotland. Tradition runs that the saint, considering himself unworthy to be crucified on a cross of the same shape as that on which his Saviour had suffered, had, by his own choice, been crucified with legs and arms extended upon a cross of X shape, and therefore it has been accepted as the emblem of his martyrdom. How St. Andrew came to be adopted as the patron saint of Scotland there are varied ideas and opinions. Some say that in the early centuries some relics of the apostle St. Andrew were being brought to Scotland and although the vessel carrying them was wrecked, the sacred bones were brought safe to shore at the port in the County of Fife, still called St. Andrews. St. Andrew is also venerated by the Russians as a national saint, they believing that it was through the apostle St. Andrew that the gospel of Christianity had been brought to their people. Russia's highest order of Knighthood (created in 1698) was the Order of St. Andrew, and the national flag of Russia, borne by all their people, and on their navy, was the St. Andrew's cross. It was also displayed in the Russian navy at the mast-head, as indicating the rank of admiral.

"St. Patrick"

The banner of St. Patrick is a white flag having on it a cross the same shape as St. Andrew's cross, but red in color. St. Patrick was the Christian apostle of the Irish and thus became their traditional patron saint. The history of his life is that he was born in Scotland, at Kilpatrick, near Dumbarton on the Clyde, and being taken prisoner by pirates when a child, was carried into Ireland and sold there as a serf. Having learned the language, he escaped to the continent and afterwards became a Christian, and having been ordained to service in the Church returned to Ireland for the purpose of converting the people.

From such in brief have we a lesson of the crosses placed together in the one flag of 1801. That it is a beautiful flag with its three crosses, its white borders and eight blue triangles, tells a story of our present Empire, and clearly does the position of the crosses teach us the lesson how the three sister nations, supporting each other, are all united in COURAGE to build our realm on the sure foundation of PURITY and TRUTH. Such a flag becomes an inspiration, not only to our hearts, but to the mind, and men may well be willing to risk all even their lives, for its honor. Such a flag is the Union Jack of our Canada. And now I cannot end my remarks in better words than those written by my true kind friend, Barlow Cumberland, who wrote a history of our Union Jack—"What I have said is the story in a very brief form of the meaning of our UNION JACK"—the emblem of combined constitutional government, the proclaimer of British liberty, the Union sign of British rule.

The Publisher's Page

TORONTO MAY, 1919

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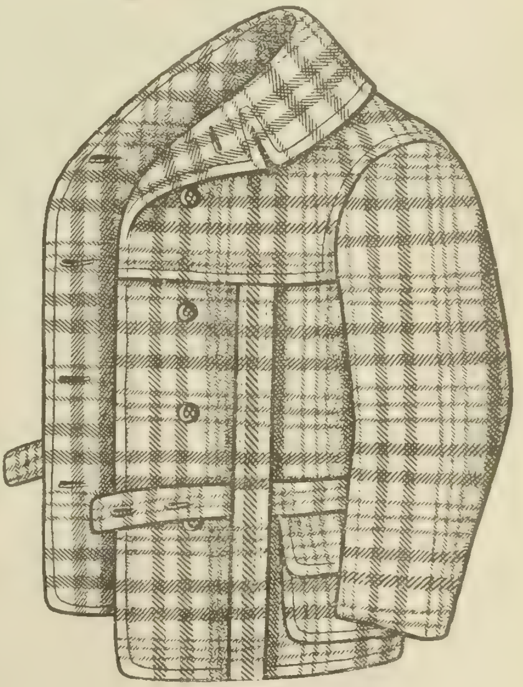

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A personal study of the British Markets emphasize two facts

1. You can again get good qualities in MEN'S WEAR—Shirts—Neckwear—Fancy Hosiery—Coat Sweaters—Travelling Rugs—Ulsters and Mobile Coats—Fur and Velvin Hats—Sporting Caps in Homespun Harris Tweeds.
2. That there is no general reduction of prices in sight, and that there will be scarcity, rather than plethora of reliable goods in the Fall.

We have visited all the principal markets and can offer you latest designs from following British manufacturers for whom we are sole Canadian agents:

Tress & Co.—High Class Hats, Caps—the "Tress" Cap is unrivalled.
Young & Rochester—Shirts, Pyjamas, Neckwear, Dressing Gowns, Fancy Dress Vests.
R. W. Myhill, Leicester—Hosiery Manufacturer.
John Skelton & Son—Manufacturers of Cardigan Coats, Sweaters, Mufflers.
G. Glanfield & Son—Raincoats, Ulsters and Sport Clothing.

Among our stock lines we would specially mention—Travelling Rugs from $5.00 to $12.50, Emcodine French Coats, Knitted Vests in Hard Knit and Brushed.

There are still several towns in which our lines are not fully represented. If you are doing business in one, please write us.

Wreyford & Company, Toronto

Manufacturers Agents and Wholesale Men's Furnishings
Ottawa and Eastern Provinces—C. D. WREYFORD
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Here you can obtain the very neatest styles and the latest shades in a big assortment of attractive looking fabrics.

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A grand line for your juvenile counter. Well designed and made to wear well.

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are just what you require to keep your stock moving.

Tell us your wants. We have fixtures for every line of men's goods.

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Down to the smallest detail the workmanship is perfect

Don't take our word for it. Let Atlantic Underwear speak for itself.

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The real wool feel, the comfortable fit, the non-shrinking, long-wearing qualities of Atlantic Underwear are points that win and hold the approval of men who know.

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Our Boys are rapidly returning from "Over There" and stepping from the ranks to swell the civilian work-a-day populace. They will demand **Canadian-Made Goods**—and rightly so.

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Heavy, Medium or Light-weights
Tan, Slate or Oxford

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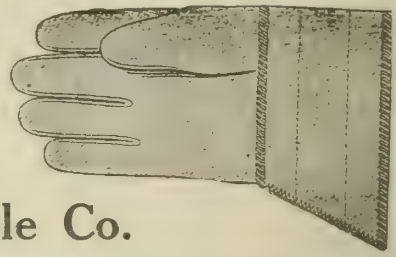

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LION BRAND BLOOMERS

Boost your sales of juvenile lines by a good display of the biggest thing in Boys' Bloomers —LION BRAND

Our assortment at the present time is very complete. Write us for your requirements.

The Jackson Mfg. Co., Limited
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Our Aim
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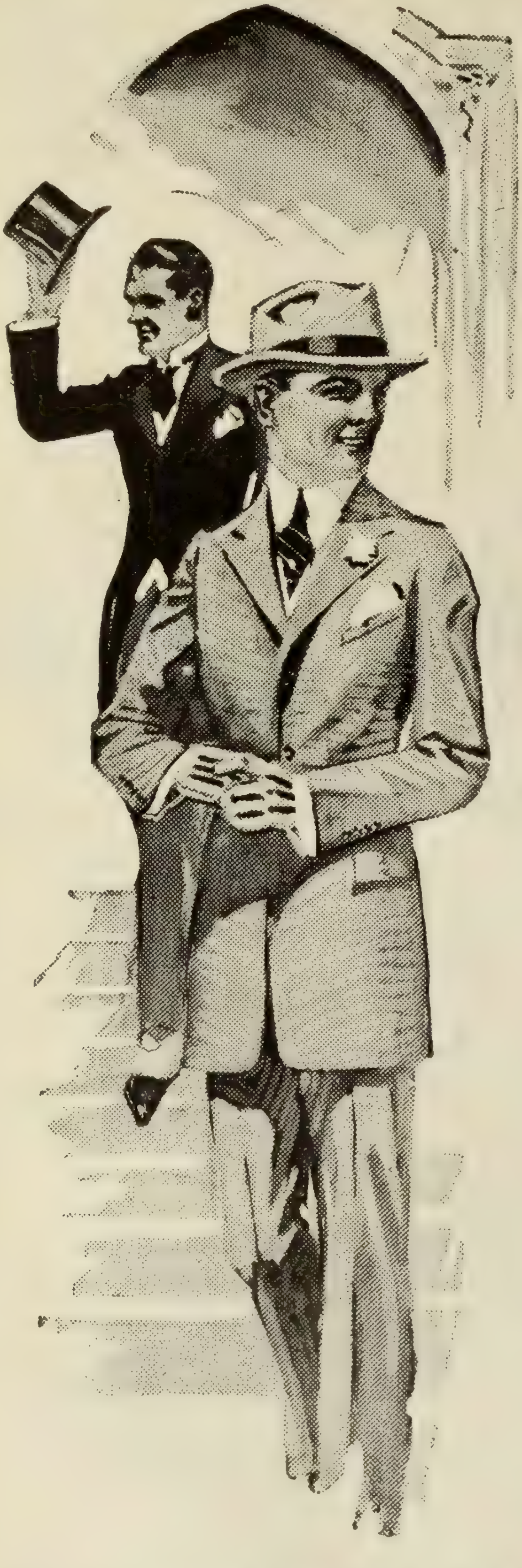
and Quality

WE are showing an unusually attractive range of Pyjamas, Bath Robes, Lounging Robes, House Gowns and House Coats for Fall, 1919.

The Dufferin Shirt Co., Ltd.

TORONTO, ONTARIO



The "CIVILIAN" a winner by

Style-Craft

TAILORED CLOTHES

THIS new Style-Craft model is proving to be a great favorite this season. Its smartness appeals especially to young men getting back into "civies." There is "life" and character in every line of it.

Of course, there are many other Style-Craft models of equal merit in various types to suit all ages and tastes.

Style-Craft special order service is a complete service and thoroughly dependable. Ready - for - Service models for Fall and Winter are now on the road.

E. G. HACHBORN & COMPANY

50-54 York Street, TORONTO

Special Values

Direct from Mill to Clothing Manufacturers Through Selling Agents.

On and after May 1st we shall carry a Stock in Montreal of

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.
SELKIRK, SCOTLAND

From which we shall be in a position to supply the Manufacturing Trade.

ENQUIRIES SOLICITED

C. E. ROBINSON & Co.
IMPORTERS AND COMMISSION MERCHANTS
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HONOR ROLLS

CONSULT US FOR
A BEAUTIFUL
TRIBUTE OF ART
TO YOUR FALLEN
:: HEROES ::

Charles Studio
31 RICHMOND E. TORONTO

Real Facts

The only man that can get ahead of Vineberg Pants is a Scotchman when he wears Kilts.

Made-to-fit and fit to wear.

Our salesmen are out for immediate and Fall delivery with select styles and patterns.

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ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS,
SHIRTS, PANTS &c.

GET RIGHT DOWN TO
FACTS AND FIGURES
AND
INSURE YOUR OVERALL TRADE
BY KEEPING
WELL STOCKED
WITH

GOODHUE'S
"STAR BRAND"
OVERALLS
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SAMPLE ORDER PREPAID
ANYWHERE.

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RUBBER CO.,
LIMITED

Under New Ownership

We hope to give still better service than in the past.

MEN'S and LADIES' WATERPROOF MOTORING and TOP COATS, Up-to-the-minute Styles.

LATEST FABRICS
SKILLED WORKMANSHIP
VALUES UNEXCELLED

BE SURE AND SEE OUR SALESMAN OR WRITE FOR SAMPLES AND PRICES.

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LIMITED
316 Notre Dame Street W. MONTREAL

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IF YOU DON'T FIND what you want in the advertising pages, write "Inquiries Department,"

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When your customers ask for a trade-marked line and you do not know where it can be procured, write us. We will do our best to get the information for you promptly.

We want you to feel this paper is being published in your interest.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO

For Subscribers

INFORMATION WANTED

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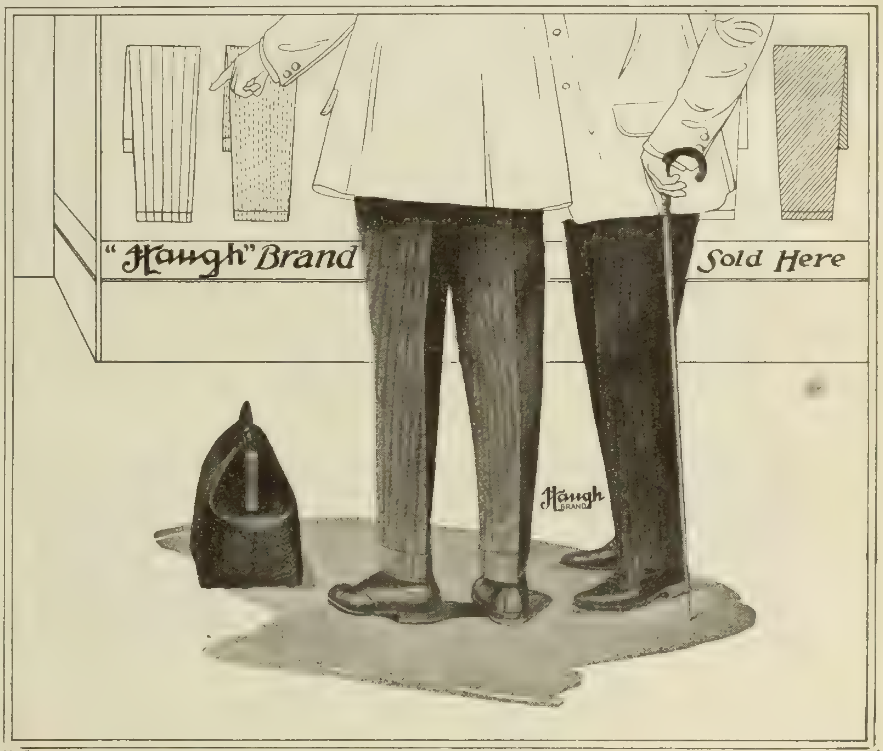
VALUES
that will please him and profit you

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J·A·HAUGH M'F'G. Co. LTD.

Sell a man a Haugh Brand Trousers or an Overall or Shirt bearing the Arm and Hammer Trade Mark and you may rest assured he is going to be fully satisfied with his purchase. For these lines are made to please by giving the wearer an easy fit and excellent wearing value.



And for your juvenile counter

COVERALLS

—The most sensible thing in Children's Garments. A practical protection for the youngster's clothes.

Coveralls are made to fit Boys and Girls from 2 to 7 years of age.

The J. A. Haugh Mfg. Co., Ltd.
TORONTO, CANADA

"CEETEE" Reflects Quality in your Shop

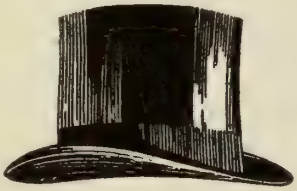
THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

There is no manufacturer in Canada except ourselves making full-fashioned underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is **no low grade** "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

GUARANTEED UNSHRINKABLE "CEETEE" PURE WOOL

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE



SILK HATS
FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

Prices Moderate

GEO. PROVENCHER
166b. St. Elizabeth Street MONTREAL
Established 1894

WALL CASES WORTH WHILE

This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

Others will have different needs —but whatever they are, in fixtures, we can fill them.

The Walker Store Fixture Company
KITCHENER - ONTARIO

New Clothing Factory Moving

Fashion Brand Clothing Co. of Toronto—although only established a few months—find their present factory too small for their constantly increasing trade, and have secured premises at 34-36 St. Patrick St., near Queen St., where they hope to be able to take care of their growing trade and maintain the standard that has made "Fashion Brand" bring so many repeat orders. Our designer has had experience in the largest clothing firms of the United States which means that we are leaders and not followers. Should our travellers not call upon you write us and we will send samples prepaid. In order to get into the market our prices are lower than the average.

"FASHION BRAND"
CLOTHES

FASHION BRAND CLOTHING CO.
34-36 St. Patrick Street (near Queen)
TORONTO

TO-DAY is a "young man's period" in the clothing business — the big demand is for young men's styles—your business will profit by featuring garments designed and tailored by specialists.

The makers of Style Clothes — the fastest growing—most talked of Clothing House in Canada—are recognized as "the Young Men's House"—and the range of woolens for Fall—mostly exclusive patterns—is the greatest since pre-war days.

"Style Clothes"

CHARACTER & INDIVIDUALITY

THE WEARBEST CLOTHING MFG. CO.
149 NOTRE DAME WEST
MONTREAL

WILSON FEARED THE BRITISH

THE American President crossed the Atlantic in the first place with the idea in his mind that his ideals would be thoroughly in accord with those of the French statesmen; but he was rather afraid of a conflict with the British delegates. He found in reality that his plan for peace terms was as far removed from the French plan as the two poles. Then he crossed to London and was surprised to find that the ideas of the two Anglo-Saxon powers were identical.

This situation, according to J. W. Dafoe in the May issue of MACLEAN'S MAGAZINE, explains much that has developed at Versailles. Further, it contains the promise of a close *rapprochement* between the two great English-speaking democracies for all time to come.

Mr. Dafoe has contributed a remarkably interesting article to this number of MACLEAN'S, lifting the curtain on many of the puzzling situations that have arisen overeas. As editor of the Manitoba *Free Press,* he is the dean of Canadian newspapermen; as the representative of the department of Public Information on the Canadian Mission to the Peace Conference, he was in a special position to learn what was transpiring. He tells of the really big part that Canada has played in the Proceedings and points out that Canada's status as a nation was firmly established in the eyes of the world when she was allowed separate representation.

A Dozen Other Features---Nationally Important

This May issue is full of articles of unusual significance for Canadian readers.

"SOLVING THE PROBLEM OF THE ARCTIC"
—By Vilhjalmur Stefansson

The second instalment of his remarkable story of the four years of exploration that he undertook for the Canadian Government in the region of the "Pole of Inaccessibility"—a harder place to reach than the North Pole.

"ORGANIZING FOR PEACE"
—By George Pearson

An article of the Great War Veterans' Association by a well-known author-soldier.

"THE CANADIANS IN SIBERIA"
—By Capt. W. E. Dunham.

A graphic story of what our forces did in combatting the Bolsheviki, by an officer who has just returned.

"SAFE IN THE SADDLE"
—By J. K. Munro

A review of affairs at Ottawa in which the opinion is expressed that Union Government for the time being is safely entrenched.

The National Idea

The articles in this issue of MACLEAN'S reflect the national idea—Canada's part in the Peace Conference, the political situation at Ottawa, the exclusive report of Stefansson's national explorations, the national organization of our returned men, the work of our forces in Siberia. The reader of MACLEAN'S gets a broad idea of what Canada as a whole is doing. The value of this issue—and of all issues—is very great, therefore, from an educational standpoint.

MACLEAN'S is the one magazine that should be selected for young Canadians to read.

Four capital stories by famous authors—W. A. Fraser, Lloyd Osborne, Frederic S. Isham and C. W. Stephens.

The Review of Reviews

An unusually fine array of articles is given in this department, selected from the best in magazines and periodicals the world over. Some of the titles are:

Planned to Destroy British Fleet.
How Mackensen Was Caught.
Events of War Foretold by Stars.
What is Life Like Beyond the Grave?
A High-born Bolshevik.
The New Life in Dry America.
Germans Were Ready to Capitulate.
Japan's New Foreign Policy.
The Many Kings of Jerusalem.
Is British Foreign Office Against League?
Ambassador Tells Story of Peace Ship.
Hindenburg—After the Armistice.

Over 65,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MAY ISSUE *Now On Sale At All News Dealers*

20c PER COPY. $2.00 PER YEAR.

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest wholesaler.

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

Miller Clothing Specialties

are always saleable

You'll know no "quiet" months when you're handling our Specialties. Because they appeal to a wide field. Every butcher, grocer, doctor, dentist and barber in your town is a mighty fine prospect for Miller-Made Duck Coats. Just let them know you sell these dependable, well-made Duck lines and their business in this line is assured you.

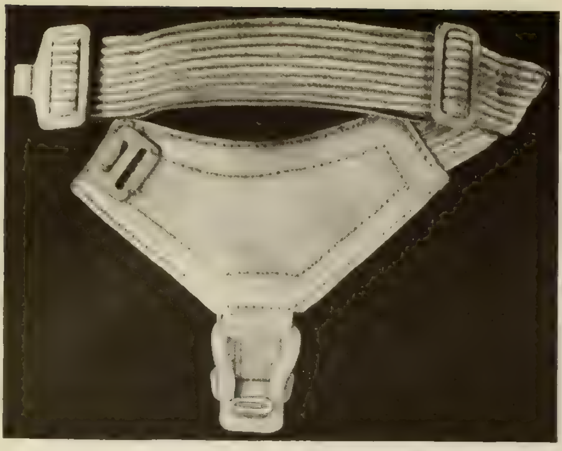
- **White Duck Pants,**
- **Khaki Pants,**
- **Flannel Pants,**
- **Lustre Coats,**
- **Palm Beach Clothing,**
- **Flannel Shirts,**
- **Tweed and Worsted Pants,**
- **Boy Scout Uniforms and Equipment.**

Miller-Made Specialties are consistently and aggressively advertised to the consumer—another reason why you'll find them quick sellers.

The Miller Mfg. Co., Limited

Makers of "Master Made" Clothing Specialties

44-46 York Street - - Toronto



Hessco Garters

Retail at 50c and 75c

A good looking good value garter. Has all ivory clasps and buckles. No metal to rust or scratch. Has a patented catch simple and reliable.
Your stock is incomplete without the Hessco Garter.

HESSCO
Trade Mark
REGISTERED

Kitchener Suspender Co., Ltd.
KITCHENER, ONT.

Model Form No. 2014
Note the Neat Fitting of Coat

THE NEW FORM FITTING MODEL

These and many other up-to-date fixtures, including

Bust Forms for Men's and Boys' Display Stands, etc.

illustrated in our new folders just off the press.

Although we have mailed many of these folders we may have missed some customer or friend and if you have not received one, a postcard will bring it to you. Our fixtures are up-to-date as any American make.

DELFOSSE & COMPANY
247-249 Craig Street W. Factory: 1 to 9 Hermine St.
MONTREAL

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

WANTED — MEN'S CLOTHING AND FURNISHING BUSINESS. Manitoba or further West. Must be A1 proposition. Can put up $3,000 to $4,000. Would consider general business. Box 38, Men's Wear Review, 143 University Ave., Toronto.

WHERE IS THE CAPITAL TO COME FROM?

IN reality, it is not more money that is wanted but more of the things which money can buy. The real question, therefore, is: What is necessary to increase the quantity of goods in proportion to the amount demanded by unanimous popular resolution? Incidentally to this is the further question: Where is the capital to come from to provide the factories, machinery, raw materials, etc., and who will furnish the extra labor required for the increased production?

To try and solve this important problem by a general investigation of ideas as they come along involves an attempt to discuss a perfect babel of voices, from that of the Bolshevist who cheerfully distributes blank forms undertaking to deliver the millennium according to details to be filled in by each applicant who will sign up under his leadership to that of the "good old time" pessimist who detects the seeds of ruin in every proposed change.

(That method of solving business problems belongs to minds content to "muddle along" on hearsay and sensational items.)

The method of an analysis of the essential features of actual economic conditions is likely to be much more effective and more within the bounds of time and space.

(This is the clear-headed business method with business problems of the regular reader of THE FINANCIAL POST.)

The main question affecting Canada and indeed the whole business world to-day and the sentences in plain type to the left are taken from a leading article by Prof. Adam Shortt in

The Financial Post

dated March 29th, an issue which contains, amongst other important business news, these articles on **"Essential Features of Actual Economic Conditions"** in Canada to-day.

The Menace of Confiscatory Legislation
Shareholders of G.T.R. Entitled to a Better Deal
General State of Business is Favorable
Tariff Amendment a Poor Political Move
Lord Shaughnessy on the Labor Problem
C.P.R. Will Put Confidence in Public Opinion
The Increase in Current Loans Still Continues
West's Problems Considered by Loan Cos.
New Steel Price List Evidently a Compromise
Construction Plans of C.P.R. Announced
General Electric Coming Back to Peace Basis
Suggests That Farmers Deal With Own "Kicks"
Engineer Murphy Attacks Hydro Policy
The Farmer, the Bank, and the Manufacturer (Edit.)
Need for Closer Supervision of Municipal Loans
Apartments Are Only Solution of House Problem
More American Capital for Canada

TO the keen, well-ordered business mind the idea of "muddling along" on haphazard and sensational information which loses the essential business-building points while creating the excitement is totally unsatisfactory. When you "get down to business" you want the plain facts—all of them—without frills—and quickly. You get them like that in THE POST. Send for a sample copy or order subscription on this form:

The MacLean Publishing Co.,
143-153 University Ave., Toronto.

Send me THE FINANCIAL POST every week till further ordered. I will pay subscription price, $3.00 per year, on receipt of bill, or you may draw on me for this.

Name ....

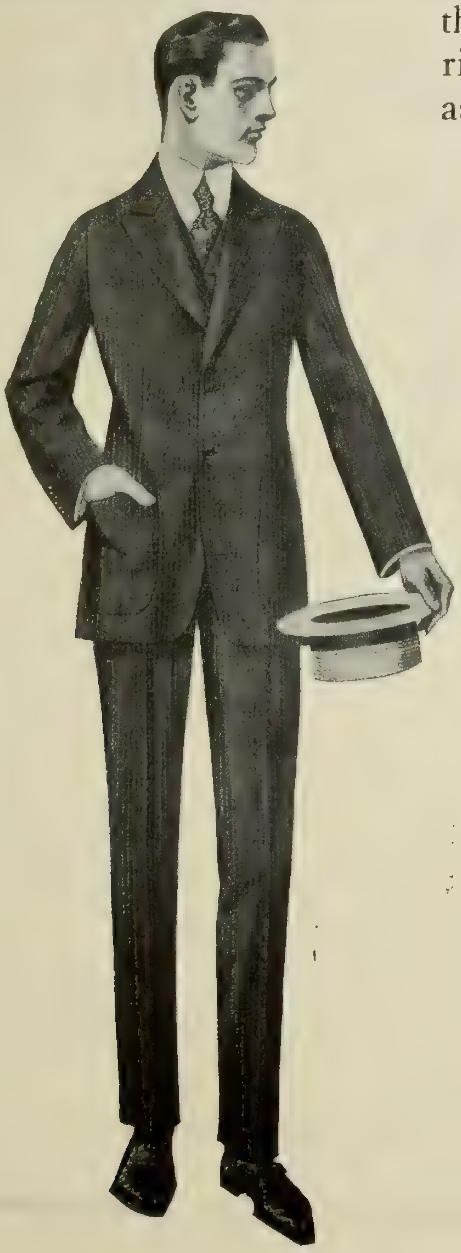
Address ....

M.W.R.-Ap.

WHEN the World Talks in Billions A Dollar Doesn't Seem Much

BUT saved by substituting inferior materials in the hidden parts of a coat may mean the difference between satisfaction and dissatisfaction. When you make a sale it does not necessarily follow that you have made a customer—but when that sale proves unsatisfactory you can count on it that you have lost a customer.

Leishman Clothing is not only good in appearance but so tailored that shape-keeping qualities are built right in and customer-satisfaction assured.



Wm. H. Leishman & Co.
Limited

68 Temperance St.
Toronto

Makers of the best tailored garments for men.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made-In-Canada" Raincoats

Does Your Store Stand for "Quality" and "Service?"

Then "Dominion Raynsters" will help you to hold your reputation for handling thoroughly dependable goods.

First of all, you can sell "Dominion Raynsters" with our guarantee that they are *absolutely waterproof.*

Show each customer our "Guarantee Label" in the coat. Explain that the cloth is not "treated" or made merely "shower-proof," it is reinforced with an inner lining of rubber, which makes the entire coat, even to the seams, *waterproof.*

Have customers examine every detail of the workmanship and see how thoroughly, how carefully, it is made.

In appearance, "Dominion Raynsters" are very attractive coats. The fact that they are absolutely waterproof and guaranteed, are two strong reasons why they are such splendid sellers.

May we send you our Dominion Raynster Style Book and Price List? Write the nearest Service Branch for a copy.

Dominion Rubber System Service Branches are Located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria

Tooke

Kum-Sealed Summer Under Garments

A Better Athletic Underwear Sold in a Cleaner Way

Goes from maker to wearer in a freshly laundered and absolutely hygienic condition.

The crotch and waistband are finished in balbriggan, conforming to every movement of the body, thus affording added comfort to the wearer.

Tooke Kum-Sealed Underwear is highly tailored from the finest materials in two likeable styles — Combinations (sleeveless). Two pieces (quarter-sleeve), in all sizes, to retail at all popular prices.

Ready for immediate delivery.

Tooke Bros. Limited

MONTREAL - TORONTO - WINNIPEG - VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, JUNE, 1919 No. 6.

Sawing Wood

He's on the Job Again—Building Greater Canada in Good Old Peabodys

A YEAR AGO he was building emplacements for the guns that shattered Hindenburg and broke the heart of "Heinie." To-day his saw and axe are heard again in the depths of his beloved Canadian woods. Blazed trail, tote-road and trout-stream know him again. He's enrolled with Peace and Prosperity. All these Incomparable Boys for whom we build Fighting Clothes for the Over-Seas Job are again slipping on Peabodys overalls and gloves, a man's togs for a man's job—for the Big Work of Peace—Home here in Canada.

Let us all Saw Wood together for Canada—in good old Peabodys.

PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

Are Almost Everybodys. Are They Yours?

WALKERVILLE :: ST. JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER

MEN'S WEAR REVIEW, June, 1919. Volume IX. Published every month. Yearly subscription price, $2.00. Entered as second-class matter July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.

The Big Demand

Someone in your locality is going to go hard after the increasing trade in Kitchen's overalls and shirts. The returned soldiers getting back into industry will double the demand for these garments. Let your store be the first to be identified with

KITCHEN'S
"Railroad Signal"
OVERALLS
AND
WORK SHIRTS

This line is noted for real, honest quality and workmanship. Built for service and comfort. Double reinforcing where the pulls come, double and triple stitching where the wear is hardest. Overalls have plenty of pockets and high bib. Open front work shirt—handiest ever made.

Take hold of this strong line and capture the profits.

The Kitchen Overall and Shirt Co., Limited
Brantford, Ontario

DE LUXE PALM

To take care of sorting orders we have manufactured and laid aside a large stock of Palm Beach suits for the exclusive use of our Canadian customers.

We will be able to supply Palm Beaches in the two-button young men's model, the three-button conservative men's model, the young men's belt-back model, the young men's form-fitting model with

Cohen,

BEACH SUITS

slash pockets, the single-breasted waist seam suit and the double-breasted waist seam.

We will have them in all sizes including regulars, stouts, slims, shorts and extra sizes.

They can be ordered either through our Canadian representative, Mr. E. N. Dimbleby, Box 566 (Phone St. Louis 2125), Montreal, or telegraph your order direct to us, charges collect.

Goldman & Co.
NEW YORK

Get the Good-will of the young fellow with these snappy, vigorous models

These "First Long Pants" Suits are the very essence of New York and Rochester styles—well cut—well tailored—well finished garments that will meet the approval of the most critical youth.

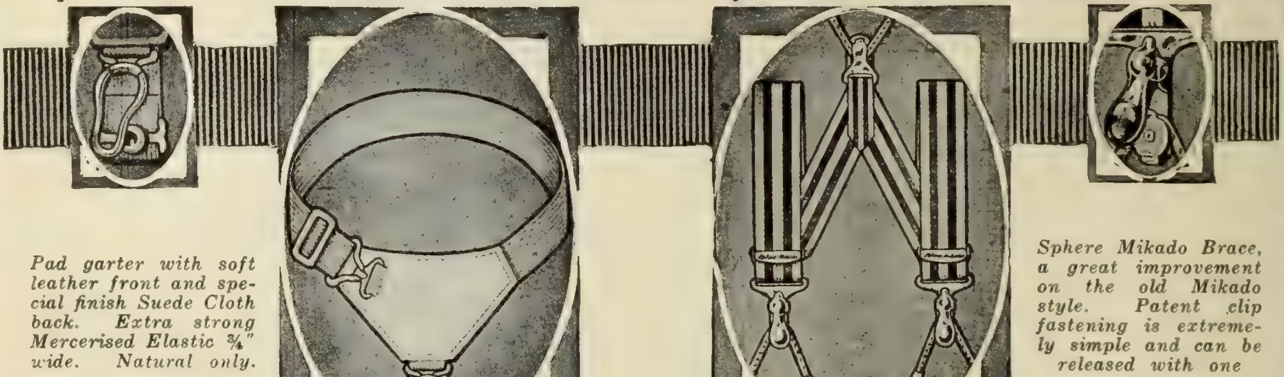
See these offerings before you stock and ask to be shown our big sellers in Boys' Suits and Overcoats.

We seek an opportunity to show you how we please our patrons. Write us.

York Clothing Company

35 Church St., Toronto

Sphere Garters ▯ *Sphere* Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.

Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS. & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. 32, George Street, Manchester.

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

Slip a Suit like this on a Returned Man

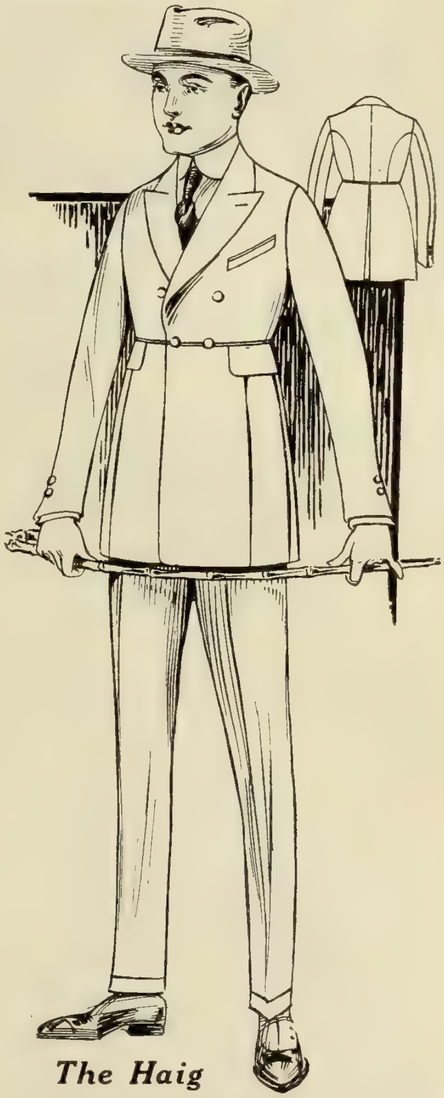
and note how well he'll like it. The fabric, the design, the hand tailoring, the all-round correctness of these garments will more than satisfy.

COLLEGE BRAND CLOTHES

are popularly priced, too, and every suit is cut to give that snug, comfortable, non-binding "feel" that the returned man looks for in his "civies."

We can take care of your immediate requirements.

Two-piece suits for Summer wants now in process for shipment June and July. Very moderately priced.



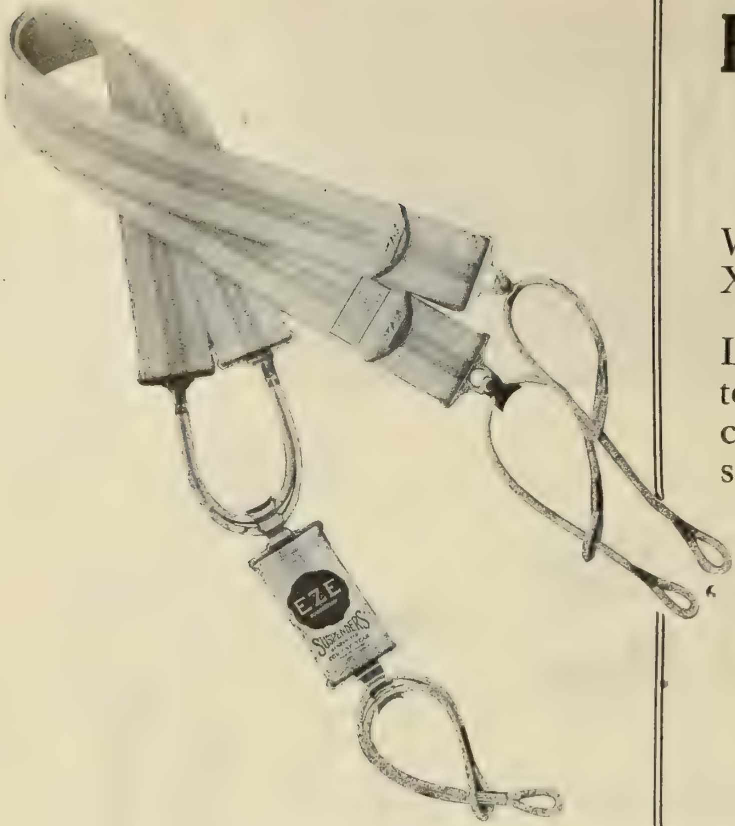
The Haig

New Novelty Young Man's Suit

(Note the Inverted Pleats)

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal
(READ BUILDING)



Big Xmas Special!
"EZE"
SUSPENDERS
In Fancy Holiday Boxes
Ask Our Travellers About It!

PREPARE NOW FOR XMAS!

We advise you to place your Xmas order *NOW*.

Last year we found it difficult to handle all our Xmas business comfortably on account of the scarcity of materials and labor.

This year will see a repetition of these conditions—the scarcity of labor is even worse than before.

Do not take the chance of being disappointed. Place your Xmas order at once and give us an opportunity to prepare ahead for prompt shipments!

We Do Not Look for Any Drop in Prices!

The shortage of raw materials and the increasing cost of experienced labor will not allow of any reduction for some time to come.

Our travellers will show you all the "King" lines in nifty holiday boxes. Ask particularly about our special Xmas **"EZE"** *offer!*

The King Suspender and Neckwear Co.
TORONTO - CANADA

Do It Now--And Make Sure!

For
The Harvester

"A.R.C."
BRAND
Working Shirts
and
Working Gloves

Strongly made, roomy, well-wearing working togs from a factory long famous for the merits of its products.

In buying your stocks from us you save money. Our prices are attractive. We can afford to make them so because *we tan our own leather.* That's a big item in the cost of production and you get the benefit.

Let us quote you on your Fall requirements. Anything you need in the line of Working Shirts, Working Gloves, Mitts, Moccasins, Sheep-lined and Mackinaw Clothing we can give you.

A. R. Clarke & Co., Limited
TORONTO

Stores using a complete N. C. R. System can give the public good service

WHEN a customer goes into a store and sees an up-to-date National Cash Register on the counter, he knows at once that he is going to get quick, accurate service.

If the proprietor of that store is asked why he uses a National Cash Register he will reply that it is a labor-saving device that helps him just the same as labor-saving machinery helps the manufacturer, railroad man, farmer, and mechanic.

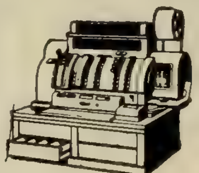
When a customer makes a purchase in a store using an up-to-date National, he can not help but notice how quickly the clerks hand out parcel and change. He notices how careful they are—the smart, modern appearance of the store—the good service and prompt attention that he gets.

Customers are also quick to notice the good values that such stores are able to offer; the accurate printed cash register figures; the freedom from disputes; the absence of errors.

Without a cash register

Keeping store records by hand is as out of date as traveling by stage or fighting with bows and arrows.

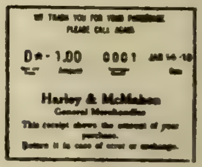
With a modern National



The most progressive stores all over the world are using and endorsing National Cash Registers.

Machine-made records

National Cash Register records are printed and accurate. They protect merchant, clerk, and customer.



Careful, accurate clerks

An up-to-date N. C. R. System is a powerful force in training clerks to be careful, accurate and quick.

N. C. R. quick service

Cash register service is the fastest in the world. It makes shopping quick, pleasant, and convenient.

A modern N. C. R. System is a business necessity because it does so much to increase business and reduce expenses

The National Cash Register Co. of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

Hundreds of Patterns of the newest trouserings are used in making

EVERYMAN'S TROUSERS

When buying extra trousers to wear with your suit—ask for "Everymans." Look for the label inside of waistband.

"Everyman's Trousers" fit better, look better and wear longer than the ordinary separate trousers.

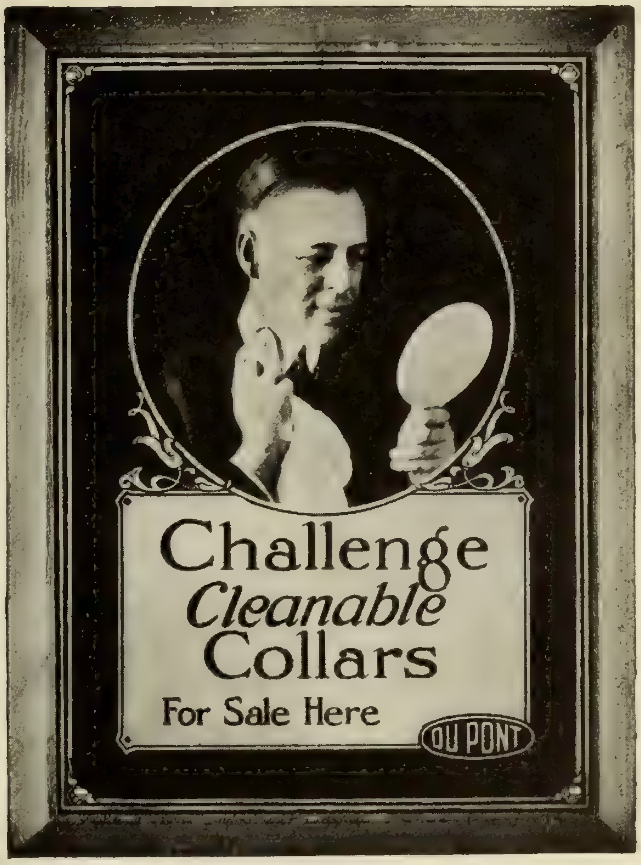
UNION MADE

Our motto is to compete with quality, rather than price. There is a difference in materials and workmanship. "Everyman's" Brand assures you of satisfied customers.

DAVIS BROS.

Hamilton, Canada

DU PONT



A Reminder

This new metal sign placed on your counter or in your window will constantly remind your customers that you have

Challenge Cleanable Collars

in stock. Write for one to-day. They are neat and attractive in design, and as silent salesmen will help you out considerably.

Write for our catalogue and store helps. They are free for the asking and well worth having.

The Arlington Company of Canada
LIMITED
63 Bay Street, Toronto
Sales Offices: - Montreal - Winnipeg

The Dale Wax Figure Co., Ltd.

MOVES TO
Larger Premises

Visit our new show rooms at **86 York Street** (opposite Prince George Hotel). A very convenient locality for you. With double our former floor space, brighter show rooms and increased facilities, we will be in a position to look after your requirements in

DISPLAY FORMS AND FIXTURES
(Made by Canadians)
Better Than Ever Before

A cordial invitation is extended to every merchant to visit the most up-to-date plant of its kind in Canada.

Dale Wax Figure Co., Limited
TORONTO
Montreal: 150 Bleury St.
Vancouver: E. R. Bollert & Son, 501 Mercantile Bldg.

In the Good Old Summertime

there is always an increased demand for Garters.

ARROW PAD GARTER

WELL MADE and WELL ADVERTISED

The greatest Garter value on the market to-day. Sells 25c, 50c, 75c, with good profit.

ARM BANDS
LEATHER and ELASTIC BELTS

Ask for Samples and Prices:

ARROW GARTER MFG. CO.
489 St. Paul St. W. - Montreal

TRADE Hanson MARK

THIS MARK APPEARS ON ALL OUR SOCKS

Socks?
Get Hanson's

We specialize in the making of heavy serviceable socks for the general trade.

Look for the Hanson Trade Mark—the stamp of quality—on every pair.

Comfort and wearability have made the Hanson sock a favorite everywhere.

We have maintained our standard even under war conditions.

If for any reason you have not ordered through my representative, send order direct to the mill. It will have my personal attention.

GEORGE E. HANSON
HULL, P.Q.

STOCK

TAILOR CRAFT TRADE MARK

Men's Suits

and meet the demand for a popular-priced suit for the returned soldier trade. We carry a wide range in stock ready for immediate shipment.

School Boy Suits

Durability and service is the foundation of this department. The boy will pick them every time.

ORDER NOW FOR FALL.

Dominion Clothing Co.

157 St. Paul St. West Montreal

Have you ordered?

Now is your best time

If you're still hesitating---waiting---act now! One thing is certain, goods will not be cheaper this year than they are now. Stocks are rapidly diminishing; the cotton market is stiff; and export business is making heavy and increasing demands upon available supplies of raw and manufactured materials.

Our suggestion, therefore, offered with a view to serving your interests as well as our own, is to send in your order at once rather than risk having your shipments held up indefinitely.

Just now we are fortunate in being able to fill orders in all lines for immediate delivery.

Hamilton Carhartt
Cotton Mills, Limited

Manufacturers of Carhartt overalls, khaki work pants, cottonades, corduroys, also work gloves in splits and horse-hide, khaki and galatea allovers for women, khaki knickers and allovers for children, in khaki and galatea materials.

Toronto Montreal Winnipeg Vancouver

H.B.K
BRAND.

ARE YOU PUTTING ON A SPECIAL SALE?

If so, let us know, as we have some lines of fine and Work Gloves and Gauntlets which we can offer in assortments of sizes, styles, qualities and leathers at specially attractive prices.

Get in touch with us without delay.

THE HUDSON BAY KNITTING
COMPANY, LIMITED
MONTREAL

E S R Co

"Fit-Well"
WATERPROOF
BEST BRITISH MAKE

New Season's Assortments Now Ready

And they are *real* raincoats. Both in appearance and serviceability the "Fit-Well" Waterproofs are the kind that well dressed men prefer.

"Fit-Wells" sell easily. They are cut correctly to get the eye of particular men.

And for the ladies we offer some remarkably neat designs in "Fit-Well" Waterproofs.

Send for samples.

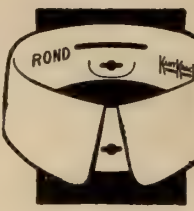
S. Rubin and Company

Mfrs. of the Fit-Well Waterproofs

437 ST. PAUL ST. W. MONTREAL

KANT KRACK
TRADE MARK REGISTERED
COLLARS

They look like linen collars, but they outwear eight of them



13 to 18

12 to 19

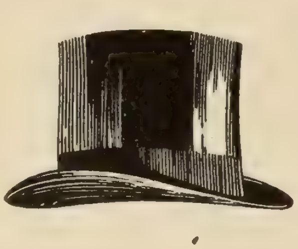
Consider it for a moment, Mr. Retailer. Here is a Cleanable Composition Collar that looks and feels like a real laundered linen collar, never requires laundrying, and always ready for instant use. A collar that any man will be pleased to wear, and in which he can get the style and size that his fancy calls for.

That is the KANTKRACK Collar—the best cleanable collar for you to sell. Every KANTKRACK sold is a customer satisfied.

12 to 18½

12 to 18½

The
Parsons & Parsons Canadian Company
HAMILTON - CANADA
ESTABLISHED IN U.S.A. 1879
ESTABLISHED IN CANADA IN 1907



SILK HATS
FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

Prices Moderate

GEO. PROVENCHER
166b. St. Elizabeth Street MONTREAL
Established 1894

"CEETEE" Reflects Quality in your Shop

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

There is no manufacturer in Canada except ourselves making full-fashioned underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is **no low grade** "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

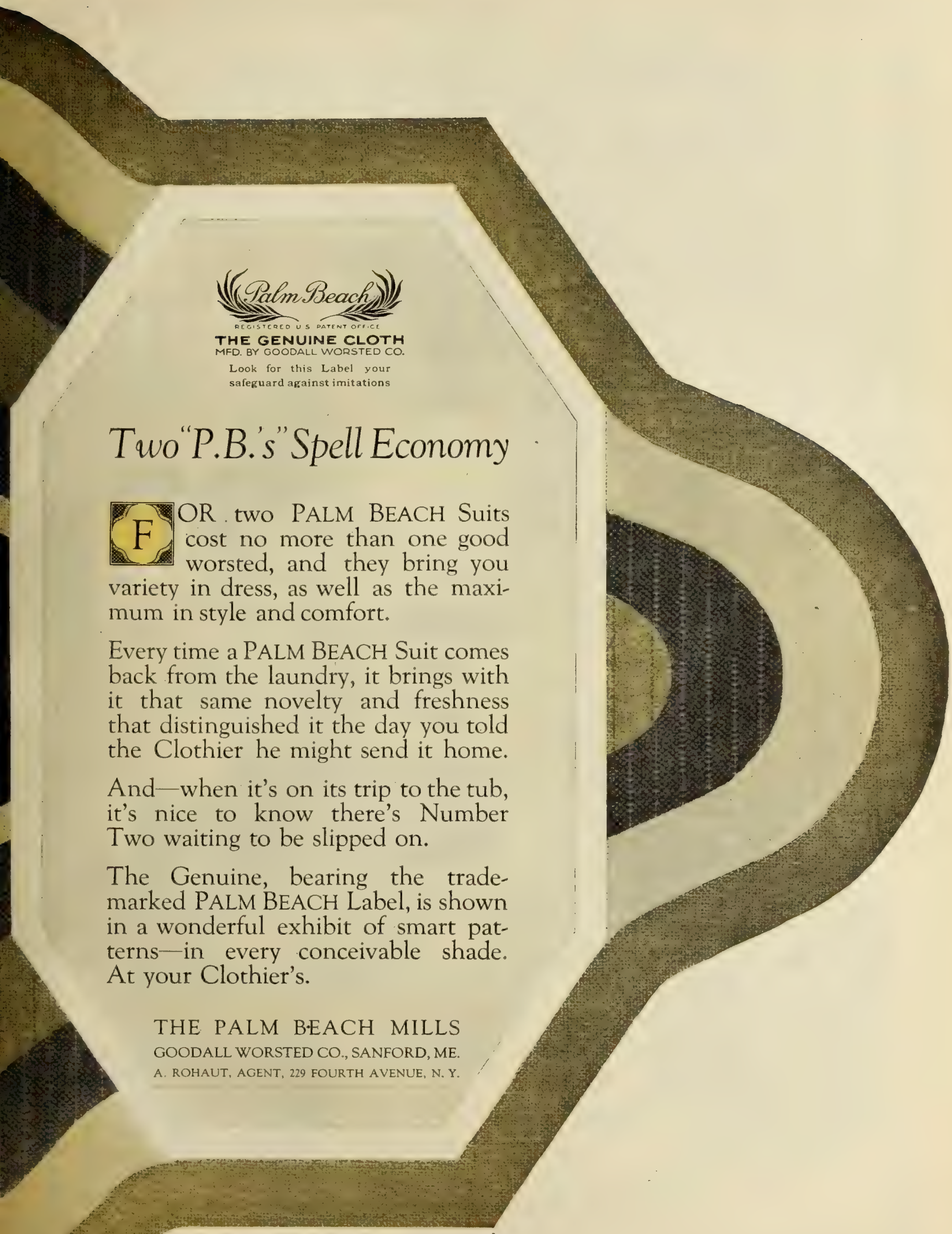
The C. Turnbull Co. of Galt, Ontario
Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

MERCURY MILLS, LIMITED, HAMILTON, CANADA

GOODALL WORSTED CO.



Palm Beach

REGISTERED U S PATENT OFFICE

THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.
Look for this Label your
safeguard against imitations

Two "P.B.'s" Spell Economy

FOR two PALM BEACH Suits cost no more than one good worsted, and they bring you variety in dress, as well as the maximum in style and comfort.

Every time a PALM BEACH Suit comes back from the laundry, it brings with it that same novelty and freshness that distinguished it the day you told the Clothier he might send it home.

And—when it's on its trip to the tub, it's nice to know there's Number Two waiting to be slipped on.

The Genuine, bearing the trademarked PALM BEACH Label, is shown in a wonderful exhibit of smart patterns—in every conceivable shade. At your Clothier's.

THE PALM BEACH MILLS
GOODALL WORSTED CO., SANFORD, ME.
A. ROHAUT, AGENT, 229 FOURTH AVENUE, N. Y.

A fac-simile of the center color spread to appear in the LITERARY DIGEST (June 28)--Similar center spreads in the SATURDAY EVENING POST (July 19)--and in COLLIER'S WEEKLY (July 12).

Use these dates in making your own Palm Beach Advertising doubly profitable

Four Seasonable Lines That Meet The Present Demand

The store that is always ready with the goods that are most in demand attracts a profitable trade.

Right now, many of our customers are making a special feature of these four seasonable lines and find them good sellers:

Auto Dusters
Lustre Coats, Black and Grey
White Ducks
Bathing Suits

Write us and we will have one of our salesmen show you these quick-selling lines.

Caulfeild, Burns & Gibson, Limited

60-62 Front Street West, Toronto

Ask your jobber.

TAPATCO

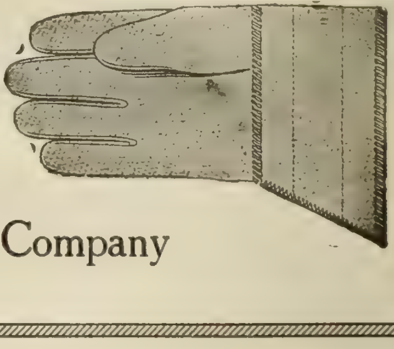
REGISTERED BRAND TRADE MARK

GLOVES

Every Man In Your Town Needs a Pair

Whether he works with his hands all day or just potters around in a backyard garden in the evening, a man needs a well-made, easy-fitting work glove like TAPATCO.

There are many styles of TAPATCO Gloves. The range is ample to meet the wants of every man. TAPATCOS can be had in Gauntlet, Knit Wrist and Band Top Styles (heavy, medium and light), Leather Tip, and Leather Faced Gloves. Jersey Gloves and Mitts in Tan, Slate and Oxford.



The American Pad & Textile Company

CHATHAM, ONT.

All the buying public desire to know is

that it is

Fit-Reform

with this label attached

FIT REFORM Fit-Reform

either in a Suit or an Overcoat

Fit-Reform were leaders over a quarter of a century ago just as Fit-Reform are leaders to-day.

E. A. SMALL COMPANY
LIMITED
112 BEAVER HALL HILL, MONTREAL

None Genuine Unless Stamped "KUM-A-PART"
"KUM-A-PART" Buttons for Soft Cuffs
A Snap to Button
TRADE MARK REGISTERED
PATENT APPLIED FOR
KUM-A-PART
UFF BUTTON
DESIGN COPYRIGHTED 1918 . THE BAER AND WILDE COMPANY

This is just one *of* twenty different Kum-a-Part Cuff Button Assortments

Any man wearing a soft cuffed shirt will appreciate the handy convenience of Kum-a-Part Buttons.

The Kum-a-Part snaps quickly and easily into place and cannot loosen or fall out.

Kum-a-Part Cuff Buttons are varied enough in price to suit every man's pocket-book.

$4.25 to $48.00 doz.

We also supply the trade with Soft Collar Pins, Summer Suspenders, Arm Bands and Garters. Quality lines correctly priced.

Let us quote you.

C. H. Westwood Manfg. Co. Limited
108 Wellington St. W., TORONTO

Important Announcement To The Trade

Many customers in Canada will be pleased to learn that DELPARK PRODUCTIONS, INCORPORATED, with Headquarters in New York City, have concluded arrangements with VAN ALLEN COMPANY, LIMITED, MONTREAL and HAMILTON, for the exclusive patent rights for Canada for their Famous

DELPARK

PRODUCTIONS

including:—

- UNDERWEAR
- PYJAMAS
- NECKWEAR
- SOFT COLLARS
- NIGHTSHIRTS
- QUICKLOCK DRESS TIES,
- Etc.

This means that after July 1st all these High Class Productions will be obtainable right here in Canada in exactly the same style and quality as now produced in the United States.

Merchants can rely absolutely on the Style and Workmanship of every garment bearing the DELPARK CANADA BRAND.

For the convenience of our customers arrangements have also been concluded whereby all invoices and accounts will be handled from the Canadian offices, under the name—DELPARK, CANADA, INCORPORATED.

DELPARK CANADA, INCORPORATED
VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : : : 153 NOTRE DAME STREET WEST
MONTREAL

FACTORIES: HAMILTON, ONT.

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N. B., Halifax

What does the name "Chamoisette" mean to YOU?

The use of the term "CHAMOISETTE" has been so widely abused that we have found it advisable to acquaint the Trade, and subsequently through them, the buying public, of the origin and only proper use of this name.

The KAYSER COMPANY, Incorporated, the largest manufacturers of Silk and other Fabric Gloves, Hosiery, Underwear, etc., in the World, were the Originators and Producers of the first, last and only **Chamoisette Glove** ever placed on the market.

This is the Registered Trade Mark which they hold for this product.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

The name "Chamoisette" was given by them to a high-class fabric, perfected by a special process, and obviously suitable for use in the manufacture of Gloves for Ladies and Men.

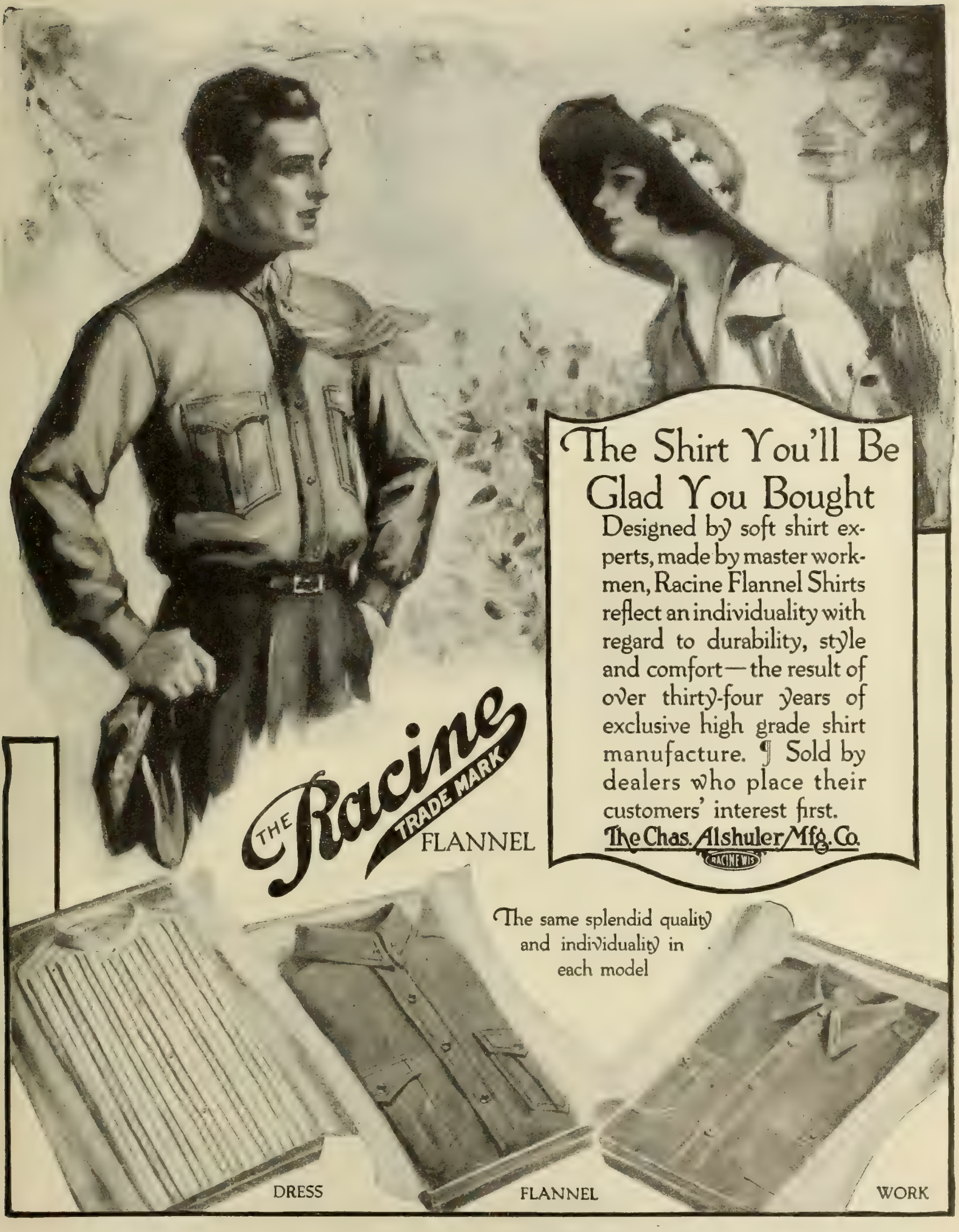
The Chamoisette Glove was confidently placed on the Market by the Kayser Company, for with their unparalleled experience in Glove Manufacturing they knew what the public wanted, and appreciated. Recognition of its superior finish, wearing qualities, uniformity of fit, and style, was spontaneous. Its popularity was assured from the very first.

Other manufacturers becoming acquainted with the increasing demand for "Chamoisette" Gloves, began to produce imitations, which came to be generally known also as "Chamoisette," and sold everywhere as such.

In order to protect yourself and your customers from these inferior lines, the above trade-mark will be a guarantee to you of the one and only Chamoisette Glove obtainable.

Maintain your own reputation for goods of only the highest quality, and retain the confidence of your customers by stocking the "KAYSER" Brand, bearing the above trade-mark.

PERRIN FRÈRES & CIE.
SOMMER BUILDING
MONTREAL



The Shirt You'll Be Glad You Bought

Designed by soft shirt experts, made by master workmen, Racine Flannel Shirts reflect an individuality with regard to durability, style and comfort—the result of over thirty-four years of exclusive high grade shirt manufacture. ¶ Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.

RACINE WIS

THE Racine TRADE MARK FLANNEL

The same splendid quality and individuality in each model

This attractive page advertisement in full colors—a reproduction of an oil painting—is another unit in our big series of advertisements reaching shirt buyers all over the country. Note that in every instance the consumer is referred to the better-class dealers who sell Racine Shirts.

The DOMINION will dress up next Fall as it has never dressed up before

There lies, therefore, a responsibility upon every DEALER to prepare for the Fall and Winter of 1919 a stock of clothing for his customers that both in variety and quality will not disappoint; and we and our magnificent organization have been "ON OUR TOES" in eager desire to provide fabrics and create models of unapproachable style and excellence of craftsmanship.

Our collection of models in JUVENILE, BOYS, AND YOUNG MEN'S Clothing for Fall, 1919, will be unapproachable, not only for its tailoring, but equally important — **the moderateness of prices** — which will enable our customers to sell large quantities, with **profit to themselves** and **satisfaction** to the **wearers.**

Our representatives are leaving for the road shortly—write now for an appointment.

Schwartz & Jaffee, Inc., sell more Juvenile, Boys' and Young Men's Clothing to the most discriminating buyers in America. There's a Reason

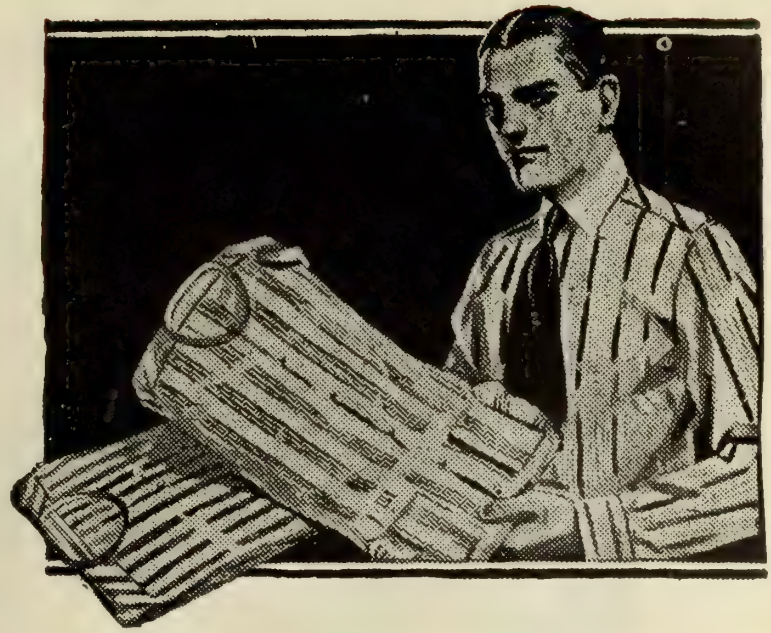
Schwartz & Jaffee, Inc.

JUVENILE, BOYS' AND YOUNG MEN'S CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S CLOTHING:
CHAS. D. JAFFEE DEPARTMENT

Shirts
you can stock
in the knowledge
that you and
your trade
can put firm
reliance in their
unfailing quality



THE Lang SHIRT

Original in pattern, coloring and design — with an originality that will appeal to men who seek exclusiveness in every article of apparel.
If you wish we will put your own name on every shirt in your order, which will serve to identify your store with Lang quality and reliability.

Send us your sorting orders. We promise prompt and satisfactory service.

The
Lang Shirt Co.
Limited
Kitchener - Ontario

The ARROW *Under* Suit

A comfortable Union Suit. Made to give satisfactory service. Produced in styles and qualities to retail at $1.50, $1.75, $2.00, $2.50, $3.00, $3.50, $4.00

Prompt Shipments from Stock, carried at Montreal, Toronto, Winnipeg, Vancouver

CLUETT PEABODY & CO. *of* CANADA, LIMITED
MONTREAL

Makers of Arrow Collars - Shirts and Handkerchiefs

BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

IN order to provide closer and speedier service for our Canadian customers, and to increase their number, we have opened a branch in the Stair Building, Toronto, and Mr. Hugh D. Marshall, our Representative, is carrying lines representative of all our departments, specializing in our famous "Belnit" Hosiery and Underwear, "Sutoplex" fabric gloves, and "Oberon" branded goods. We have been in the trade as manufacturers and merchants for well over a century and to-day BRETTLE'S are known throughout the world for Men's Outfitting of the better-to-best kind.

DEPARTMENTS

Hosiery and Underwear in Silk, Cotton, Lisle and Wool
Shirts
Collars
Ties
Rugs
Dressing Gowns
Bath Robes
Pyjamas

Manufacturers of "Oberon" Branded Goods,
"Belnit" Underwear and "Sutoplex" Gloves

TRADE MARK
OBERON

"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Ttade Mark

SUTOPLEX
(REGD TRADE MARK)
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2, ENGLAND
Factory : Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

ZIMMERKNIT

TRADE MARK

ZIMMERKNIT is Good underwear—otherwise it could never have attained the popularity it now enjoys.

EVERY suit is sold with confidence in good stores everywhere. Confidence that means profit for both the customer and the store.

IF you are not selling ZIMMERKNIT Underwear, we suggest that you get in touch with us.

THERE is no doubt that it will prove the most satisfactory line of Underwear for your store to sell.

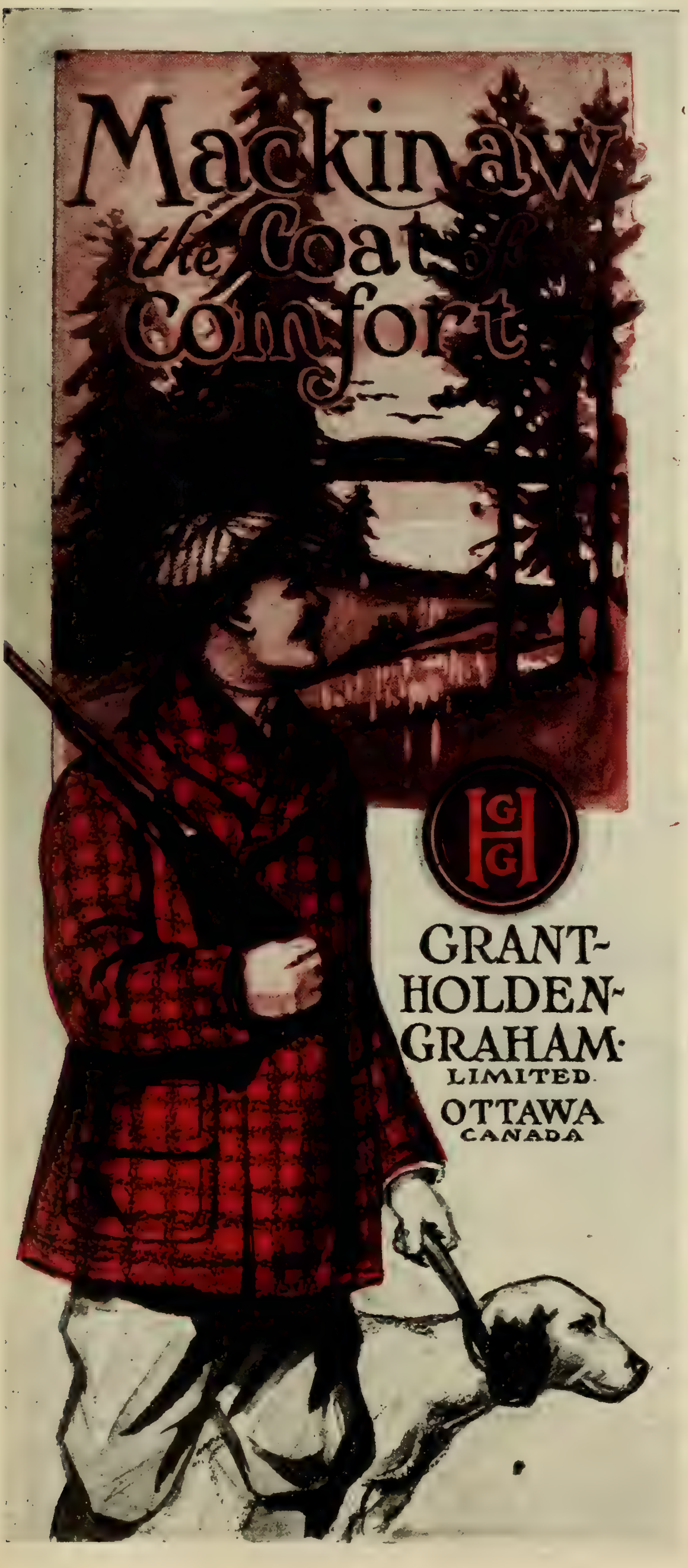
Above illustration represents one of our series of color display showcards. Supply is limited. Send your request early.

ZIMMERMAN MFG. COMPANY, LTD.

HAMILTON CANADA

Mackinaws

From Canada's Greatest Mackinaw House



"G.-H.-G." brand Mackinaws are guaranteed to be made from the finest Canadian fleeced wool.

They are good looking—well cut and well fitting as the two models illustrated would indicate.

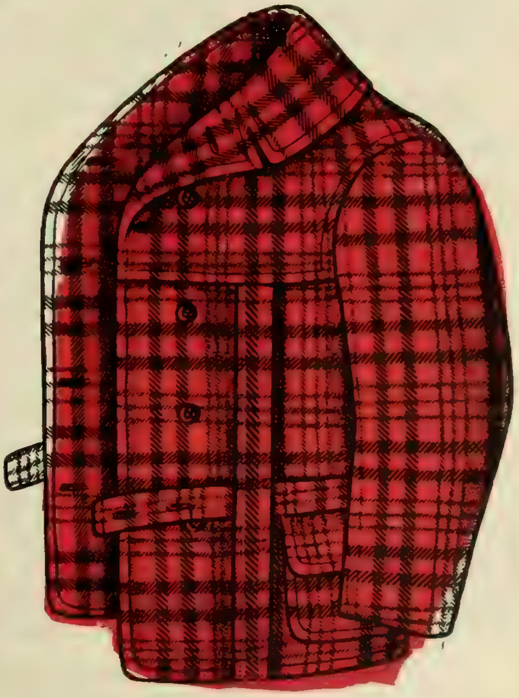
See the complete line in our illustrated list. Ready to mail you on request.

No. 609
"Town" or "Young Canadian" Brand Mackinaw Coats

Made for the boy in the exact same style as Daddy wears. They give ample protection, look smart, neat and classy. Made double breasted, have shawl collar and with or without yoke.

"G.-H.-G." "Naidanac" Mackinaw

No. 608—Another example of our celebrated G.-H.-G "Naidanac" Mackinaw Sporting Coat in fancy plaids and stripes. A very handsome garment for pattern, cut and fit. "Naidanac" Mackinaw is made up in exclusive patterns for our use alone.



GRANT - HOLDEN - GRAHAM
LIMITED
OTTAWA - CANADA

The Deacon Shirt Co.

Belleville, Ont.

Manufacturers of:

- Working and Outing Shirts
- Flannels, all Shades
- Tweeds. Sateens
- Drills. Oxfords
- Flannelettes
- Night Shirts
- Pyjamas
- Boys' Waists

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

The Deacon Shirt Co.

Belleville, Ontario

Send us Your Sorting Order on

Wash Goods For Boys

Be prepared for the Summer trade in this regard.

Our wash goods for Boys are well made of sound materials and are sure to meet with the approval of both the youngsters and the Mothers. Specialties in Cotton Bloomers and Fancy Overalls.

Write or wire to

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

POPULAR BRAND TROUSERS

Made by the
Vineberg Pants Co.
Montreal, P.Q.

160 McGill St.
Montreal

I AM THE MAN —who put **Popular Prices on Pants** and they have been **popular ever since.**

Manufacturers of all kinds of Men's Pants and Boys' Bloomers.

BACKGROUNDS

and Built-up Models

FOR

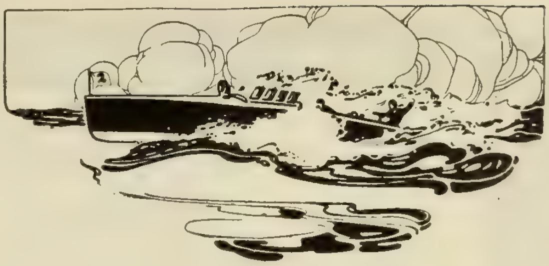
CANADIAN NATIONAL EXHIBITION

Charles Studio

31 RICHMOND EAST
TORONTO

Get in Line

For the Summer Season



This summer will see renewed activity in sporting circles, following the removal of war-time restraint and the return, from military life, of many of the best athletes and sportsmen.

Summer Goods will be in Great Demand

We can meet ALL your requirements, as our stock is always comprehensive and anticipative of the needs of the times.

DEPARTMENTS:

F—Men's Staple Furnishings.
I—Men's Fancy Furnishings.
L—Men's Fine Shirts (Factory No. 1).
M—Workingmen's Wearables, Overalls, Smox and Working Shirts (Factories No. 2 and 3).

SPECIAL LINES of our own manufacture and sold only by us:—

Complete Lines of Men's Dress and Negligee Shirts, Workingmen's Wearables.

Shirts—"Racine" Working, "Hero" Fine, and "Strand" (Chemise de Luxe).

"Lifesaver" Overalls and Smox—"Samson" Pants and "Record" Sox.

BEST QUALITY ONLY

Attractive goods at attractive prices. We are anxious to be of Service to you. Your orders will receive immediate attention.

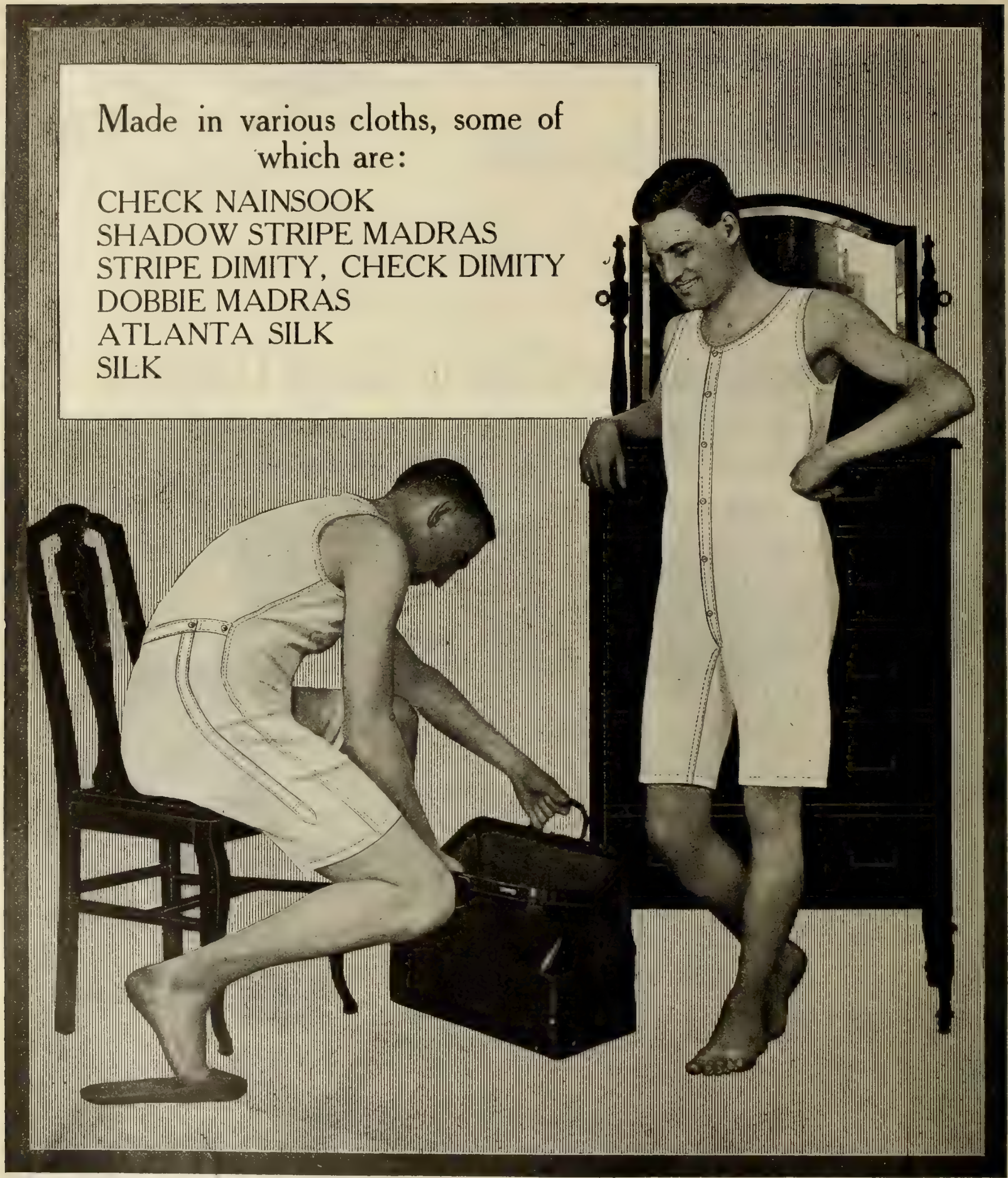
ALPHONSE RACINE, LIMITED

DRY GOODS JOBBERS AND MANUFACTURERS
SPECIALISTS IN MEN'S FURNISHINGS

60-80 St. Paul Street West, Montreal, Canada

Sample Rooms:
Ottawa, Quebec, Three Rivers, Sherbrooke. Sydney, N.S., Toronto

Factories:
Beaubien Street, Montreal, St. Denis, St. Hyacinthe



Made in various cloths, some of which are:

CHECK NAINSOOK
SHADOW STRIPE MADRAS
STRIPE DIMITY, CHECK DIMITY
DOBBIE MADRAS
ATLANTA SILK
SILK

One button opening down the leg; adjustable waist band.

Cooltex
W.G.R.

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MEN'S WEAR REVIEW

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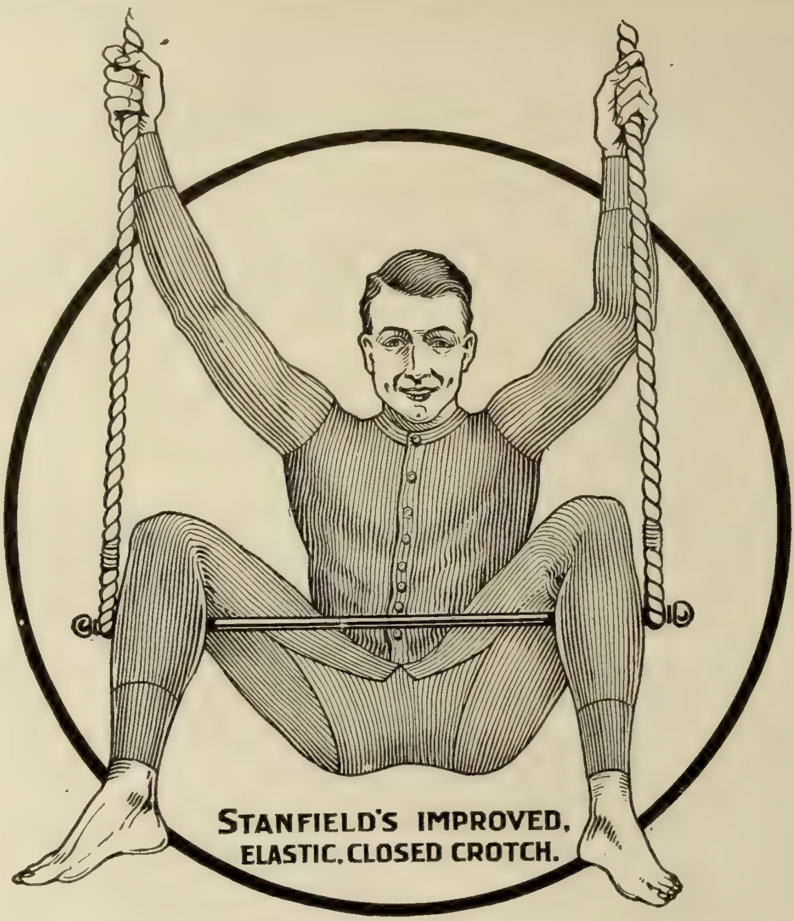

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, JUNE, 1919 No. 6

CHEAP SUITS A THING OF THE PAST

Garment Workers' Higher Wages and Increased Cost of Materials Blamed.

ANY man who supposes that because the war is over clothes are cheaper or soon will be, is due for a shock. Everybody in the clothing business says that the present record prices for men's suits will be maintained through this year at least; that next Spring may bring slight relief, but that prices existing before the war will never return. This applies to both tailor-made and ready-made habiliments.

Having got your Victory Bonds paid for and having come to suspect that there is something in your wife's assertion that the good old suit you bought last year or the year before and have been living in exclusively through the heroic age of wartime economy would disgrace even a Belgian refugee, you go into your favorite clothing store, as the majority of men are doing these days, and ask at the door for your favorite salesman.

$45 to Get Good Value.

"Mr. Allwool!" calls the floor manager. "Oh, Mr. Allwool!" Allwool the salesman presents himself, inquires after the family and in not at all an accusing way suggests that you're quite a stranger. You prance up the aisle with him, remarking that you'd like to look at the $30 suits, three piece, summer weight.

"Fine," says Mr. Allwool as he swings a multiple hanger full of coats out of a glass case for your inspection, "except that we haven't a $30 suit in the house. Yes, I remember the grade you used to get. It was $30 and is $40 now or maybe a little more. It is almost as good as it used to be, though you know it's pretty hard to get absolutely first-class woollens now.

"You used to ask me to advise you, so I suggest that if you want value you'd better make up your mind to pay $45 or $50." Meanwhile he is running the row of coats through his fingers, and presently he says, "I'm sorry, but the cheapest thing we've got in your size is $50. There were several yesterday at $40, and $45, but I guess the soldiers got them."

It's all true, but you protest: "Why, I can have a suit made for $50. I think I'll go to a tailor." Being a good salesman, your friend doesn't try to dissuade you, but grins and shoots a "See you later!" at you as you walk out.

And at the shop of the "medium price" tailor who used to make you up a good suit for $42—it was $35 back in 1914—whenever you yielded to the temptation to get away from hand-me-downs, you are greeted with a cheerfulness which on close inspection reveals a vein of melancholy. The tailor speaks of labor troubles, of doubling costs, of the scarcity of first-class woollens, of rents and tariffs and trimmings, and ends with an apologetic, "I'll have to charge you $65 this year."

"If you want to sit down with me I'll go over every item with you and prove that I am not making as much profit at $65 as I did at $42," he goes on. "Did you know that the journeymen tailors got two raises of wages in the past winter, on top of everything before that? Ten years ago I paid $6 for having a coat sewn together; now I pay $12, with the other garments in proportion. Fine woollens that cost from $3.75 to $4 a yard before the war are now from $8 to $10, and as a matter of fact the same quality is not to be had at any price. A simple trimming for which I once paid 7½ cents is now 42 cents a yard.

"Some of the things that go into a suit of clothes have gone up much more than 100 per cent. And the dickens of it is that I can't guarantee the same workmanship that you used to be sure of here. Labor is absolutely uncontrollable, it's that independent. If a coat isn't right and I tell the coat maker so, he may tell me to have someone else fix it, then, or if he's a reasonable man he explains that he is too badly rushed to give a job close attention and can't get any helpers because the helpers all went to war or else have been kept from emigrating to America on account of the war.

Workers to Demand Shop

"My partner here, who has been in business for thirty years and, like myself, has old-fashioned standards of workmanship, is retiring to-day because all the trouble he has had in getting clothes properly made has given him nervous prostration. There's worse to come, I hear, for the clothing workers are geting ready to strike in the fall to enforce a demand that the merchant tailor shall supply workshops for them near his shop, so that they won't have to take the cloth home."

This merchant tailor gave a visitor a copy of a letter he had just received from a woollen importing firm of Boston, part of which was:

"The British Government is not releasing much wool for civilian purposes and will not release any large quantity until they know exactly how much wool it is going to take to clothe the demobilized men of the British and allied armies, and also how much wool is going to be required to keep the armies of occupation in Germany and elsewhere clothed and equipped. They are releasing some of the finer qualities of wool that cannot be used for these purposes. The result is that it has been possible to buy considerable quantities of really fine goods.

"The price at which this wool has been released, the high cost of labor and the shortening of the workingmen's hours throughout Great Britain, coupled with the tremendous demand over all the allied and neutral countries for woollen goods has not only kept the price of goods up to where there were a year ago, but on the average has increased the price from three to four shillings a yard.

"From all the information the writer could obtain from manufacturers and others in the industry, there does not seem to be any immediate prospect of reduction. The demand for goods is very great and most of the countries that have been at war or on the border of warring countries have been so short of woollens for the last four years that they are willing to pay any price to get them.

"The result is that if we wish fine imported goods in the United States, we must follow along with the other countries and pay the price. Prices will ease off, we believe, gradually in the next year or two, but the general impression is that there will be no slump and that there will be a big shortage of British goods for the next four or five years.

Lower Domestic Grades Cheaper

"Certain grades of domestic goods have dropped in price considerably, but chiefly the lower grades, such as wool suitings, wool overcoatings and suitings and overcoatings containing a percentage of waste wool. Fine quality domestic worsteds are just as high and in some cases higher than at this time last year, and the same applies to fine overcoatings. There has been no great reduction in the finer grades of wool, and the extra cost of labor has more than offset any reduction in the price of material. We therefore see no reason for much reduction in price on the finer grades of domestics. We believe the prices will ease off gradually but they certainly will never come to the price they were in 1914.

"In seasons when woollen cloth was more plentiful and cheaper than it is now the big manufacturing retailers always bought enough cloth for the next year's normal demand. This year the demand is away above normal, not only on account of the returning soldiers, but from civilians as well. Last year comparatively few suits were bought. Many men were in olive drab, many made their old suits do another season because they thought they might be called in the draft, many others wore old clothes for reasons of economy or patriotism or because the money was going into bonds.

"On the other hand, most of the mills were manufacturing only cloth for the Government until the war ended. Spring and Summer suits are manufactured in the Fall and Winter. Last Fall the mills were two months later than usual in turning to civilian production for this Spring and Summer. So the supply of woollens is away behind the demand.

"Moreover, there have been textile strikes and garment makers' strikes, and I don't know what to delay the game. The garment makers, with their new forty-four hour week and higher wages, are producing less than they did before. This not only increases the visible cost items but the factory overhead. All these factors figure in the cost of a suit to-day.

Abnormal Demand Reported

"I wish that we could sell them cheaper. Only to-day I saw in one of our stores a two-piece golf suit of imported tweed that sold a year ago for $35. It is marked $52.50 now, and the proportion of profit has not increased. You can count on prices being no lower in the Fall, and I doubt if there's much of a change by next Spring."

An officer of another manufacturing and retailing company especially popular with army officers who are getting back to mufti, remarked that one might expect some of them would have found their old civilian suits hanging up at home awaiting their return, but apparently their whole wardrobe had been sent to the Belgians in their absence. For the first time in its history this store has to turn customer after customer away because the stock of suits is so low, and it cannot be replenished fast enough to keep up with the demand.

"If you'll look in in a week or ten days we may have something, but cannot promise," says the salesman.

For many years this store had a suit for as little as $20. Before the war the minimum advanced to $26 and then to $28. Now the $28 suit, if the store happens to have any on hand, is $38, but the common price is $45 to $50 or higher. The proprietors find that not only has the price of woollen cloth jumped tremendously, but that certain "lines" are not in the market at all. In the past ten years wages of the makers have just about doubled.

"We are able to get good woollen cloth, but not always as good as we want." I recall, too, that some silk we ordered in 1916 has not arrived yet. The chief reason for the high price of woollen cloth is the scarcity of wool, though labor figures importantly. I do not believe that prices will ever return to the old levels."

There is a "little tailor" who formerly had a shop in the middle zone of Manhattan, but now does his work in the front room of his uptown flat. Two years ago he was making a really good all wool suit for $35. As he is his own cutter, coatmaker and busheller and has no rent to pay except the rental of his home, the reporter thought that here would be the tailor least affected by the sweep of war-created prices. But the tailor, after showing his best samples and rubbing them lovingly between a thumb and forefinger, mentally added a row of figures as he sat meditating, and then said:

"Sixty dollars, sir; that's the best I could do."

At that he did not seem anxious to take an order, for he said, "I would not make a cent."

SOMETHING NEW IN PLACE OF, "WILL THAT BE ALL?"

Good-bye old stereotyped phrase. Here's how a wide-awake haberdasher put the lid on the phrase, "Anything else to-day?" which invites, "Nothing, thank you"; and "Will that be all?" which just naturally starts a customer looking for the door while he answers, "Yes, thank you." He gathers his salesmen together every morning at an informal conference at which they decide what article is to be pushed during the day.

As a general rule it is some accessory of dress, not very expensive, but usually in considerable demand. One day it will be garters, on another day belts or suspenders will be the item selected, while a special design of cravat or handkerchief will be chosen for another day's business.

Under this plan, when a customer has purchased or looked at the article he had in mind upon entering the store, the clerk does not have to ask a general question, but says, "May I show you these garters (or belts or cravats)? I think you would like them."

A record is kept of the different things pushed during the week, and of the total number of sales made by each clerk —both general sales and sales of the selected goods. The clerk who sells the largest number of the "special items" during any one week receives a small cash prize and the proprietor is authority for the statement that this plan has resulted in an extremely large percentage of "suggestion sales."

"In fact," says Mr. Richards, "It has worked so well in my store that I don't see why it couldn't be tried in every retail establishment—drug store, grocery or hardware store. The very fact that the clerks themselves select the items to be pushed each day gives them an interest in the plan, and the stimulus of competition is afforded by their eagerness to capture the prize each week."

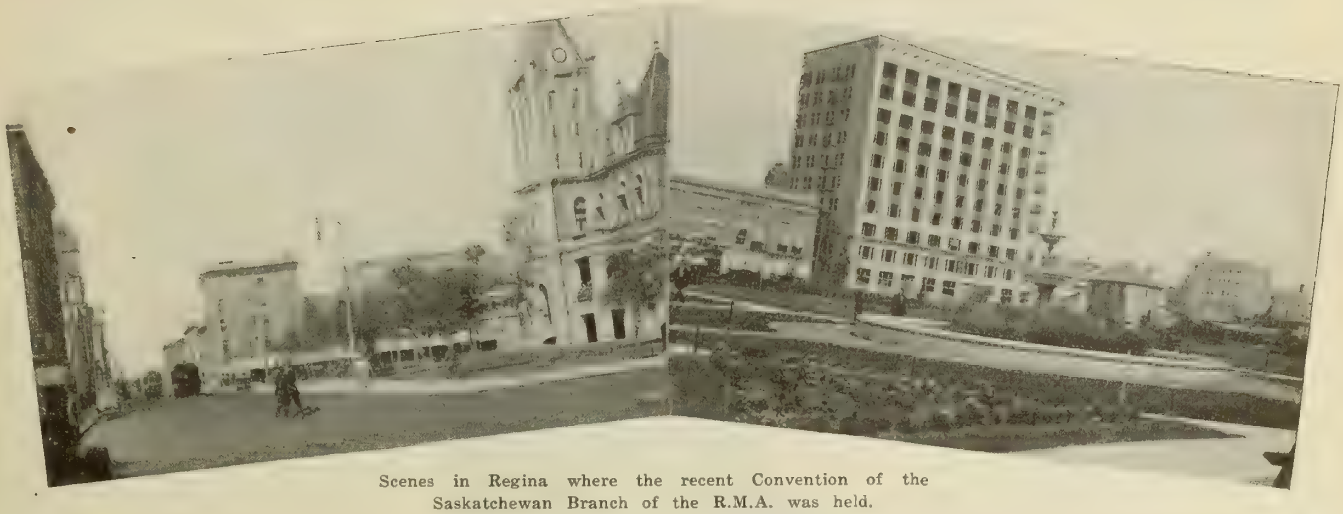
◆

SHOULD SHARE PROFITS

"We employers have missed our particular war lesson if we have not come through with the firm determination to see that there shall be a somewhat different division of the profits of industry," said Mr. Horace Peabody, of Walkerville, himself a large employer, in giving the presidential address at the convention here of the Canadian Association of Garment Maufacturers.

Continuing along this line in more definite terms, Mr. Peabody said: "We must see that invested capital shall give up a larger share of the returns from industry, and that the piece-worker and the hour-worker as the real workers in the management also—in a word, the producer—wherever he is found, either with hand or brain, shall have a larger share of the returns from the joint effort of capital and labor."

President Peabody claimed that his trade had not indulged in profiteering at the expense of the country during the war. Overalls were sold in Canada, he said, at prices ruling for similar grades in the United States.



Scenes in Regina where the recent Convention of the Saskatchewan Branch of the R.M.A. was held.

LESSONS FROM THE WEST

AT the present time the eyes of the Retail Merchants of Canada are turned toward the West. Out in that country west of the Great Lakes the organized retail merchants are becoming a strong factor. The convention that has recently closed at Regina, at which were represented the merchants from all parts of Saskatchewan and outside points as well, is but an indication of what may be expected at the Manitoba Convention to be held in Brandon within less than a month's time. The merchants of all those provinces, clear through to the Pacific, are exerting themselves to become better merchants, to keep pace in every way with the marvelous developments of that great country.

At the present time the West is faced with serious problems. There are strikes and rumors of strikes in the air. Serious as these conditions may be, they are still indicative of real growth, a growth into a larger viewpoint that must ultimately come to Capital and Labor alike.

But these are only passing phases that will be forgotten before long. All the time the country is prospering.

Her fabulous wealth, as represented by her endless wheat fields, not only means money for the conduct of industry, but means food for a hungry world. Her mines and forests and fisheries are hardly surpassed throughout the world. It is a big country with big ideas and ideals, and its merchants are measuring up to their opportunities. Their activities are well worth watching.

A DISCOURSE ON AFTER-THE-WAR PROBLEMS

One of the Important Addresses Delivered at the Recent Saskatchewan Convention of the R.M.A. by Frank Stockdale, the Noted Advertising Expert.

"ALL the problems of retail merchandising are soon to be after-the-war problems, but these do not commence yet. These problems are going to come about when reconstruction comes, but they are going to begin.

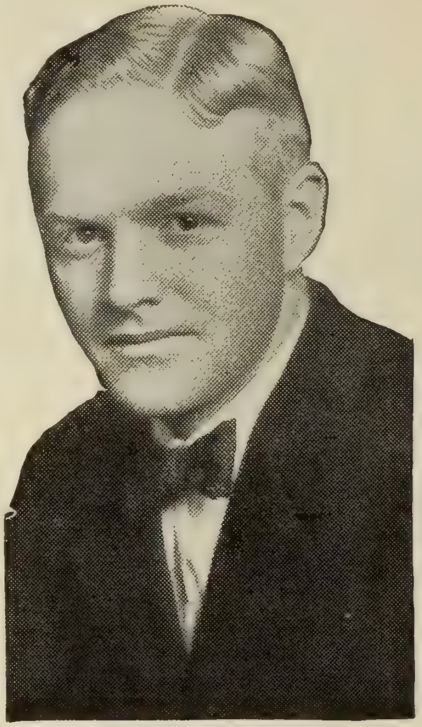
"Back in your home town there are a number of retailers who have an idea that the only way to learn this business is through experience. In an Ontario town someone handed me an enquiry along this line: 'Which is more important in business, theory or experience?'

"I ask you, which is more important, the blackboard or the chalk? We have to have some theorists. Theory has a different meaning for each individual. To lots of people anything they have not used in their business is theory. A lot of retail merchants shut themselves in or they try to shut the other fellow out, but they are imprisoned to that extent. Some think they can shut competition out, but when you do this you may as well call in the gravedigger All we want is fair treatment. When a man asks for more than that you have to grant it to the other fellow as well. There are two types of merchants. One throws open the door and goes out after things. Japan went to all the countries of the world and investigated, and adopted the best ideas and methods which she could find. To-day Japan is a first-rate power, while China is a third-rate power. Japan has profited by the experience of others.

"The science of arithmetic has come up through the ages of experience, yet while many public accountants do not know much about the important question of percentages, many retailers will dive into this involved matter without forethought. There is much truth in the saying, "Fools rush in where angels fear to tread."

"These conventions are great idea markets. The trouble is that we take only the ideas that we recognize as our own. You have a hazy idea about a lot of things but not a definite one. You have a lot of wobbly ideas and you are not really sure of them. When you have them strengthened you feel like building on them and putting a real roof on the construction. You come to conventions to get your wires connected Many merchants have their wires crossed.

"After-the-war prices may be one of the after-the-war problems. This phase of the matter has been in our minds for some time, owing to a changing market, but I will not say what prices are going to be. The opinion of some long-headed merchants is that now the armistice has been signed, the war is over, and yet we find prices in some lines icreasing. There is apt to be a sense of false security. For a while the tendency was to hold back for a decline in price. Other merchants think that as prices have not dropped since the armistice was signed that prices are not going to drop. There are not many people who think that prices are going back to 1914 standards. There are at least two big reasons for this. One is that the price tendency for years has been upward. The reason for this tendency is still at work and the last five years would represent a substantial increase. If wages stay up, prices must stay up. Labor says wages will stay up. But the retail merchant who gives too much attention to prices now is going to be left. The decline from present levels will be very gradual.



FRANK STOCKDALE.
The noted merchandizing expert whose addresses were among the feature events of the Regina Convention.

"We have had some fictitious values in merchandising, and this is going to be squeezed out for a while. Retailers are responsible in some part for the high prices. An actual shortage combined with the fact that stockrooms have been stored with goods, creates an artificial price.

"Stores show the things the retailer is most proud of. I saw the stockroom of a certain store recently. The retailer pointed to certain goods selling now at $1, which he bought early and could sell profitably at 50c. There retailers proudly point out their "good buys," but it is a fact that the poorest buyers have won the biggest stakes under recent conditions. On an up market the retailer makes most who sells out before the market drops. Inefficiency has been patting itself on the back, and if some of you have been doing this you should do something radical."

Mr. Stockdale at this point referred to a recent visit to another store wherein he found the stock to be very low, and ragged. The merchant had been buying bankrupt stocks.

"There are not many bankruptcies lately," said Mr. Stockdale. "This merchant was placing his bet that the bankruptcies were only postponed. There are lots of bankruptcies in this country which have been postponed. As soon as the market begins to level off there will be a great many changes in business. People are looking for a world readjustment. As long as the market was creeping up there was coming in an extra profit to take care of any possible loss, and a lot of merchants have eaten up that profit. An increase in dollars of sales is no good, but an increase in volume of business transacted is required.

"If 90 per cent. to 95 per cent. of the merchandise is bought at a certain price and then the price jumps and only about 5 per cent. of the merchandise changes hands in a season at that price, I claim it is more or less of a fictitious price."

At this point Mr. Stockdale spoke of another retailer who had increased his sales recently from $60,000 to $80,000 per year. He had been making a net profit of about $3,000 recently while in 1917 he made a net profit of $8,000. He had recently been selling close to the real market and not a fictitious market.

"The extra $5,000 which this merchant made in net profit in 1917 is a fund he holds in trust owing to a changing market. He will lose when the market declines and it may take $500 one year and $1,000 another year to balance things up. Merchants should keep money from such a source as this to take care of down market losses.

"Many men who can run a retail store well, do not know how to look after money when they get it. If a merchant has a particularly good season he should put the extra money into a reserve fund. At all times if you have not money for a reserve fund there has been something wrong with your business and you should straighten it out."

Hereupon a problem of buying, for wartime and after, was outlined by Mr. Stockdale.

He cited two cases. In one the average stock on one annual turnover was $400, whereas in the other store with a turnover four times a year, the average stock at each turn was $100 during the year. Sales amounted to $600 with a profit margin of 33 1-3 per cent.

Mr. Stockdale explained that margin

was an opportunity for profit and also an opportunity for loss.

"The sales in the foregoing case were $600, but the sales at stock were $400 in the case of the single turnover. In the second instance the sales were $600, but sales were $400 at cost where there are four turnovers to the year.

"The quintessence of merchandising is to carry as many of the $100 lines as possible, and to be careful on the other lines which run a high average stock, and only turn once or so in the year."

Speaking further regarding this illustration Mr. Stockdale pointed out that if prices dropped 10 per cent. the first merchant would lose $40 by carrying an average stock of $400 on one turnover during the year, while the second merchant would lose only $10 because he carries lines which turn four times a year at an average value of $100.

"Carry more lines in quick turning merchandise. The losses will be on the slow turning lines," said Mr. Stockdale.

In regard to the matter of deciding which are slow turning lines, Mr. Stockdale stated that the man who knows how to buy goods for quick turnover will win, and that the best way to tell is to have records. Each merchant should have a good stock-taking system.

"Merchants spend their money taking care of their money, but they do not give the same attention to their merchandise which represents the investment of their money. It is much more important to look out for the cash in your merchandise, and sooner or later I hope we will all have stock records in our stores for this purpose.

"One merchant says he buys goods for 60 cents and sells for $1, and thinks he is getting a long profit. The successful retailer is one who gets the best profits, not the best margin. The jeweler gets a long margin on goods sold, but his turnover is very small. Margin does not tell what profits you have. You must know the cost of carrying and selling an article before you know what your profit is. It costs a lot to handle and sell long margin goods."

At this point Mr. Stockdale quoted the following definition for turnover: "Turnover answers the question, 'How long does the merchandise stay?'"

A rule for figuring turnover was outlined as follows: "Divide the sales by the average stock carried at the selling price."

A question as to whether margin should be figured on the sales price or on the cost price, and why, was answered by Mr. Stockdale as follows:

"It should be figured on the selling price because it takes an expert to do it any other way. The average retailer cannot do this because in getting his cost of doing business—say 25 per cent. —he gets the figures by dividing his sales into his own expenses. Therefore having got the percentage you say the cost of doing business is 25 per cent. of the sales. Then add 10 per cent. for profit and figure on cost price and you haven't anything.

"The percentage of an apple cannot be compared with the percentage of an egg. Twenty-five per cent. of a big apple is not equal to 25 per cent. of a small apple.

"What does more harm than anything is the manufacturer who tells you you are making 25 per cent. on his goods, whereas you are only making 20 per cent."

A rule for figuring margin was as follows: "Subtract margin from 100 per cent. and then divide it by the cost."

This point was illustrated as follows: $2.40 is the cost of certain merchandise. It was required to mark the goods to give a margin of 27 per cent. Subtracting 27 per cent. from 100 per cent. it leaves 73 per cent. to be divided into $2.40, giving $3.28 as selling price.

Question: Is it proper to keep stock at the selling price or at the cost price?

Answer: Ninety-five per cent. of retailers keep it at the cost price, but the department stores are keeping stock at the selling price. It is easier to take stock at the selling price and it works all right as far as turnover is concerned. It is best to keep stock at the selling price, but unless the margin is uniform you cannot keep your stock at selling price and get back to cost when necessary.

Question: Would it not be necessary to keep stock records of each department in order to keep stock at selling price?

Answer: For the purposes of merchandising the department store says that stock at selling price is best. For purposes of financial statements of the business and for insurance you could not have stock at selling price. The department stores have this because they merchandise, and the average retailer doesn't know what that means.

Question: A merchant gets an invoice of mixed goods. Freight and handling expenses amount to a certain sum. In figuring profits he has to start with the laid-down cost in the store.

Mr. Stockdale figured out a test case as follows in establishing the laid-down cost of the various articles in a mixed consignment as outlined. The invoice of goods was for $200; cartage and other expenses were $20; laid-down cost was $220 for the shipment of various articles. Taking among the consignment to be 10 bags of rolled oats at $10, the cost of which is $100, the cost of cartage, etc., of $10 was added, making a total of $110. The cost of doing business in the previous year was 25 per cent.; adding 10 per cent. to cover profit, making a total of 35 per cent., this was subtracted from 100 per cent., leaving 65 per cent. to be divided into the laid-down cost of $110, giving selling price of $170 in this case.

Question: How much should a retailer make on groceries at present?

Answer: If he makes 3 per cent. net on groceries he is receiving a good return if his stock is turning an average of 10 to 12 times a year.

CONVENTION BRIEFS

It did not take long for J. J. Polson, late first vice-president of the Saskatchewan R.M.A., to show his musical capabilities, and, in company with the late president, H. D. MacPherson, prove their ability to stir up enthusiasm by drawing forth song from the assembled delegates.

"How I hate to get up in the morning," was the title of the introductory song of the convention, and it was noted that J. A. Banfield, the Dominion president, led J. J. Polson a close run for the honors of greatest volume.

H. D. MacPherson proved he could do something else besides run a men's furnishing business and a retail merchants' meeting, when he assumed the role of musical and athletic director.

Judging by the groans made by the delegates when called upon to go through a few simple exercises after sitting for an hour in session, the hotel must have sounded like a zoological garden in the early hours. No wonder they all joined heartily in the singing of the song, "How I hate to get up, etc."

Every prosperous looking retailer in the audience raised his hand when Mr. Stockdale called for a showing of retailers who were regular readers of a trade paper.

Are YOU a reader of a trade paper?

One retailer asked Mr. Stockdale what the margin of net profit should be on groceries. "As much as you can get under present conditions," was the reply.

Mr. Stockdale says the merchants who come to conventions are the progressive ones, and those who want to know more about their business. These are the kind who also read trade papers.

Do you go to conventions?

A by-law is being prepared by Regina providing for the compulsory closing of stores at 6.30 p.m. all the year. This is to take effect on June 1. Regina claims to be the first city in Canada to have such a law.

As usual the convention went on record in opposition to the liquor traffic. It has not made much difference in the past year or two, but this legislation is of more importance when the present ray of hope is coming over the horizon.

Professor W. W. Swanson, Professor of Economics in Saskatchewan University, delivered a very able address on "Thrift."

"Buying from a Hebrew and selling to a Scotchman" is Mr. Stockdale's opinion of efficiency in retail merchandising.

"Buy in cold blood and sell with enthusiasm," is a splendid maxim.

A delegate visiting the convention declared that he personally himself, single-handed, swallowed three-fourths of the townsite of Saskatoon. The wind was blowing.

Much to the disgust of S. McMicken, the delegates were called upon two or three times a day to stretch their legs and incidentally shake the dust from their brains.

"Smugosity" is a new one on us. Mr. Stockdale coined it to represent the attitude of the average community.

SALESMAN DECIDING FACTOR IN CONVINCING BUYER

Well-Trained Salesman Can Usually Switch Customer From One Article of Merit to Another

From *Advertising and Selling*

IT was a dingy store, under the forbidding shadow of the "L" tracks. I was in a hurry, on my way to the train, it was my last chance to buy that much needed tube of toothpaste and so I risked going into the unattractive little drug establishment.

A big pudgy individual who had been busily engaged in sweeping an entirely too large, it seemed to me, amount of rubbish toward the door, laid down his floor brush and ambled slowly over my way. "If there ever was an example par excellence of the slow, lazy, easy-going non-salesman type," I said to myself, "here he is in the flesh."

"A tube of Colgates," was my request.

And from that moment on things developed rapidly.

He had a large stock of Colgates near where I stood. He ambled over to it, took down a tube, handed it to me—and then—note this—AFTER I had the tube of Colgates firmly in my own grasp and was feeling for the necessary change, this fatty degenerate gave me the surprise of my selling life. He took down from the shelf just above Colgates another brand of toothpaste. It was not an advertised brand. It was not even a private brand of the owner of the store. It was a brand made by some near-by local manufacturing druggist of limited distribution.

"Have you ever tried this brand," he said, naming it, and handing me the box.

"No," I replied and was ready with my change for the Colgates I already possessed.

How The Clerk Sold An Unknown Brand

Then he launched into a fine though brief selling argument as to the unknown brand of tooth paste. Said how it could be highly recommended. He did not mention any other brand. He did not make a slighting remark of any other brand, either direct or by innuendo. He merely made the most he could of the selling points of this unknown brand. He wound up his short sales talk in this way: "Sometime I believe if you will try this unknown brand you will like it very much. I recommend it without a qualification."

Then he calmly put it back, though very slowly, towards the shelf from which he took it, and as slowly started to take my money for the tube I had bought.

"What did I do?"

What would you have done under the circumstances?

What would you do—and from a little investigation I find this is what most people who are met by that salesman do—you would without a doubt do just as I did. "Oh, I might as well try it this time." And I did. And I like it!

Let me interrupt myself right here to say that this little screed is intended in no way to reflect upon the House of Colgate. They are doing as well in this particular as any other advertised dentifrice I think, but isn't it a fact that not only dentifrices, but almost every other thing we eat, wear, possess, or inhabit is sold to us by the man on the ground.

"Millions for publicity, but not one cent for training the sales clerk," is the way I would put it.

Such Occurrences Frequent

Following my "L" drug store experience I have made careful tabulation of what has happened in half a dozen different stores in almost as many cities.

In Chicago I walked into a confectionery store. On the window I saw emblazoned in a fine sign, "Morse's, the preferred chocolate," and I came out with a $1.35 box of Lowney's.

In St. Louis it was hot and I was thirsty. A call for Welch's grape juice brought me a fine glass of Armour's.

It was my intention to send a telegram via Western Union. It was to that office that the hotel clerk directed me within five doors of the hotel itself. Yet I dropped in to the postal telegraph office on the way and sent the five telegrams from there. Behind the desk was a youngster about seventeen. I predict right here that he will rise in the telegram world. He was courteous, he was a salesman.

In response to my query, "You still send night-letters the same as the Western Union I suppose, and at the same rate?" he instantly, with a smile, countered, "Yes sir, and we do not mail them to the addresses in the morning; we deliver them by our regular messenger as we have always done."

In a flash I recalled the half hour argument I had with an office of the Western Union in another city, endeavoring to get the original copy of a night letter that I needed to attach to a voucher draft.

I shall patronize the postal more frequently because consciously or unconsciously that youngster was a salesman.

"You must be easy to be substituted upon," someone remarks here. On the contrary I have walked many blocks to get a certain brand of tooth brush that is advertised and lives up to its advertising. Though I use the shaving brush made by another manufacturer and it has lasted seven years, I know from experience their tooth brushes do not give the service of their shaving brushes. I believe I am an average buyer, perhaps more than average, for I am also an advertising man and keen to use advertised brands.

One Attempt That Failed

There are times when these salesmen who attempt to sell you something else mar instead of make the sale. I recall well going into a haberdasher's with another advertising man who was rushing for a train.

"Do you keep B.V.D.'s?"was his query, and receiving an affirmative answer from the man at the door he repeated his request to the clerk at the counter, and gave his size and the style he wished.

The clerk turned, took down a box and began wrapping them up when the buyer said, "Those aren't B.V.D.'s are they? They are branded something else." Then with a smile he added, "You know when I ask for B.V.D.'s I want that and insist upon it." "Oh, I know that's what they say in their advertising," replied the never-will-be salesman behind the counter, but these are just as good if not better," and then he turned again, reached a shelf higher and got down a box of real B.V.D's, closing his tactless talk with, "We have the real ones for those who insist upon them."

By this time the buyer was bolting for the door muttering, "I have a grain of intelligence; when I ask for B.V.D.'s I want them, and I'll do without before I buy here.

Though hurrying for a train, we stopped in at another place and bought the real brand, getting it at the first request.

Contrast the action of this latter specimen of would-be salesman with the slow-moving fat man I tell of in the opening paragraphs.

But what does all this lead to? It leads to this, if my opinion is worth anything, and I could give you hundreds of instances similar to my own. The average national advertiser is literally spending millions for publicity, but rarely enough cents surely to train the dealer's sales clerk to complete the sale when the customer walks in. Oh, yes, I know you have heard this before, but it is perhaps more prevalent to-day than ever before with so much "Buy My Brand" advertising being done by so many firms without completing the sale either by so thoroughly selling the customer that he will FIGHT the dealer's clerk to get the one brand he wants or to so thoroughly sell the dealer and his clerk that they serve what is asked for.

The Solution

To my mind one of the big, unworked possibilities of the field of publicity today is to actively sell not only the consumer but the consumer's salesman—the dealer's clerk.

WILL APPOINT WESTERN BOARD

Saskatchewan Convention Accepts New Basis of Constitution—Four Provinces Represented by Western Board—Ottawa Office Unsatisfactory—Favor Half Holiday—Oppose Bank Mergers.

REGINA, Sask.—One of the most important resolutions adopted in the early sessions of the sixth annual convention of the Saskatchewan Retail Merchants' Association, was that providing for the acceptance of the basis of the constitution as it now exists, it having been altered by the Dominion Executive at Ottawa to provide for the compulsory appointment of a Western board representative of the four Western provinces, and the optional appointment of an Eastern board comprising the Eastern provinces. Settlement will be made by the new executive for the per capita tax which the association has been holding back for the past year, pending a settlement of this difficulty. A Dominion Secretary will be elected by the Western board and will have no vote.

The passing of this resolution followed an exhaustive report by J. J. Polson, on the recent Dominion convention. The change in the constitution further provides that the Western board will be responsible for half the expenses of the Ottawa office and that Western members will pay their fees to the Western board, but until this board is formed fees will be paid to Ottawa.

While in Ottawa, Mr. Polson informed the Dominion board that there was a strong feeling that the Dominion office had been very unsatisfactory for some time, and that if the trouble could not be traced to situations in the East which hindered the secretary, then that official should resign his office. Mr. Polson pointed out that the East had fought the change because the West would have charge of its own affairs, and because they did not want a board representative of all the Eastern provinces owing to the likelihood of encouraging friction.

NEXT CONVENTION AT MOOSE JAW IN JUNE, 1920

A motion was adopted by the Convention establishing June as the month for the next convention, instead of in May. It was decided to accept the invitation of the City of Moose Jaw to hold the next annual convention in that city.

In the discussion following this report it was contended that as Saskatchewan was one of the strongest supporters of the Dominion organization, that it should therefore receive good service from Ottawa. Mr. Polson stated that the feeling between the East and West was becoming more harmonious and that representatives of the West can get from the Dominion executive anything which is reasonable.

"Eastern merchants are reasonable, and we have a chance to cement the retail trade of the whole country in a live, harmonious organization."

The Ottawa office had promised this year to hold the annual meeting in Vancouver, to assist the growing organization in that district. As it was impossible to arrange this matter at the last minute an alternative has been suggested, namely, to run a retail merchants' train from Halifax to Vancouver for a three-day conference. This is planned for August of this year.

J. A. Banfield of Winnipeg, president

A scene on Scarth Street, one of the main thoroughfares of the Convention City of Regina.

of the Dominion Retail Merchants' Association, confirmed the fact that Eastern Canada is now desiring to work in closer co-operation with the West.

"As a unit we will do something, but disintegration will get us nowhere," added Mr. Banfield.

W. C. Paynter, Tantallon, supported the motion, stating that unity of action cannot be secured unless the West is joined with the Dominion organization.

Favor Half Holiday

A great deal of discussion centered around a resolution empowering the new executive to secure legislation for a universal Wednesday half holiday throughout the year. The convention was in favor of this legislation and action will be taken to have Wednesday afternoon observed where it is the practice to observe a half holiday. The general acceptance of a half holiday is, however, optional. Moose Jaw delegates favored a half holiday throughout the year.

H. E. Sample, Kerrobert, suggested that the Government be asked to name a day to be universally observed in Saskatchewan. Another delegate thought it would be difficult to establish a certain day in a small town where the farmers have the habit of coming in whenever they take the notion. Other country merchants thought the matter should be left to the municipalities to set a day for the holiday.

G. W. Stockton, Carlyle, stated that in the country no one observes a holiday as is done in the city. He contended that the country customers must be accommodated and offered the suggestion of alternating the clerks on duty in the store in order to give them needed recreation. He added that the Grain Growers has passed a resolution asking country dealers to remain open to accommodate the farmer owing to a scarcity of farm help.

Price Hughes, Regina, pointed out that unless the association took action, a similar situation will arise here as in England, where inspectors have to be employed at big expense, to enforce the law.

W. C. Paynter amended the resolution, making the observance of the half holiday optional, but declaring Wednesday to be the day for the half holiday where a holiday is allowed by the Village Act. S. McMicken, Moose Jaw, thought the association should not seek Government action, intimating that this might cause trouble between the East and the West.

A straw vote of delegates present indicated that a compulsory half holiday in the summer was favored.

The association went on record as protesting against further bank mergers being permitted. It was pointed out that bank mergers were fairly numerous recently, resulting in credit passing into the hands of a few. A clause providing for the appointment of a special commission to investigate the whole financial situation of Canada was voted down. J. J. Polson was emphatically against the appointment of commissions to investigate anything under the blue sky.

Mr. Banfield followed in an address dealing with the problems affecting retail merchants. A vigorous attack was made upon the operations of the Canada Food Board, figures being quoted to show the enormous expense and burden that the board had been to the country and to the merchants, inasmuch as the license fees paid by the merchants financed the board. Mr. Banfield quoted the following figures from the report of the board: Total revenue in fees amounted to about $491,000. Of this amount $202,847 was spent in salaries; $52,000 in travelling expenses, $90,833 in printed matter and advertising, and $29,790 for office expenses.

Mr. Banfield declared that it took much of the time of the staff of the association at Ottawa to watch Director Thomson of the Canada Food Board, and his staff.

"A list of fifty-seven subjects is now before the Government for action," stated Mr. Banfield, adding that one of the important ones provided that the Garnishee Act. should apply to civil employees in future. This action was thought necessary to protect retailers, especially in view of the taking over by the Government of additional railway lines.

One Insurance Policy—One Business

Executive of R.M. Mutual Fire Ins. Co. Will Settle This Problem—Membership Necessary for Each Store to Get Protection at Present—No Increase in Risk Allowed

THE Wednesday afternoon session of the convention was devoted to the Retail Merchants' Mutual Fire Insurance Company, reports being given and officers elected. The financial statement showed the net insurance carried by the company to be $882,200; expenditure, $17,850.87; assets, $48,064.13; liabilities, $48,064.13. The total amount of insurance written during 1918 was $991,900,00 and policies in force, December 31, 1917, $554,935,70.

The election of directors resulted in J. C. Nichol, Radisson; and E. Wright, Kerrobert, being elected for a three year term and W. P. Ball of Assiniboia for a one year term.

A. E. Fisher, superintendent of insurance for Saskatchewan, gave a brief address on fire insurance, congratulating the R. M. Company on the low expense ratio and the low loss ratio shown. He emphasized the need of every merchant scrutinizing his policy carefully to eliminate any difficulty in making settlement. He stated that during the past year there had been a fire loss of $2,250,000 this being a per capita loss of over $3.

The question of whether merchants should be given protection on more than one store in return for the payment of insurance fees on a single membership in the association was discussed. At the present time a merchant must have a membership for each store in order to have each store covered by insurance in the Mutual company.

S. McMicken, Moose Jaw, opined that that the R. M. A. was not so much for the individual but to help the store situation. He favored one policy—one business.

On the motion of S. T. Brown, Simpson, the matter was left with the executive committee to deal with.

OFFICERS FOR 1919

Following officers were elected for the following year:—

Honorary President—H. D. MacPherson, (men's furnishings), Regina.

President—S. McMicken, (grocer), Moose Jaw.

1st Vice-president—W. P. Ball, (general), Assiniboia.

2nd Vice-president—J. C. Nichol, (general), Radisson.

Treasurer—S. E. Fawcett, (hardware), Saskatoon.

Hon. Secretary—J. W. Creswell, (men's furnishings), Regina.

Constitution provides the Acting Secretary will be appointed by the Executive Committee.

J. J. Polson, 1st Vice-president of the Association last year, declined the office of President this year owing to the fact that his business is developing a wholesale department and he did not feel justified in standing for the office in a retail organization.

W. P. Ball was elected to represent the Saskatchewan Association on the Western Board, with the remainder of the Executive as substitutes.

CLOTHING MEN TO MEET DESIGNERS

Clothing manufacturers of Montreal have offered to co-operate with local designers in entertaining delegates of the International Association of Clothing Designers, who will come from all parts of the continent for the annual convention to be held here on June 26, 27 and 28. The manufacturers have offered the use of their private motor cars to take the visitors about the city, and much enthusiasm is displayed in arranging the details of the convention at the weekly meetings of the Montreal designers which are being held in the Old Colony Club rooms at the Windsor Hotel.

The Fashion Brand Clothing Co. are removing from 22-24 Wellington St. West to larger premises at 34-36 St. Patrick St. They expect to be settled by 1st week in June.

SASK. R.M.A. CONVENTION GREAT SUCCESS

Enthusiastic Gathering Starts Convention Off With Enthusiasm—Very Satisfactory Conditions Represented by Financial Statement—Money and Membership Both Increasing—Some Interesting and Important Discussions.

By Special Representative of Hardware and Metal.

EARLY Tuesday morning of convention week the delegates to the Saskatchewan convention of the Retail Merchants' Association began to arrive, and the convention hall presented a busy scene, marked by enthusiasm and high spirits, that promised well for the success of the gathering.

Early in the session some interesting questions were considered, and a brisk discussion, tinged with flashes of humor, was the order of the day.

Among the points discussed was the suggestion to hold the next convention at the Coast, a suggestion that was received with a good deal of favor on the part of many of the delegates, though the final decision was left to a lates session of the convention.

The prevalence of guessing contests in the West in connection with the retail store aroused a good deal of interest, and the methods of a firm located in Regina, which stages a gigantic guessing contest, was gone into in detail. It was shown that for the sum of $50 the merchant would be supplied with guessing coupons on a bowl of beans, either in Saskatchewan or Regina, depending on whether he was in the northern or southern portion of Saskatchewan. Although one large firm in Regina received their contract gratis in order to act as a bait to the rest, it is estimated that at least 500 dealers fell for the scheme to the tune of $50 apiece. If this estimate were correct it would appear that with the $25,000 realized Chevrolet cars could very well have been afforded, one for the south and one for the north. The infinitesimal chance of any one of the customers of drawing that car may be imagined. The convention recommended most strongly that the Government take whatever means necessary to make any kind of a straight guessing or gambling scheme in connection with business illegal.

The mail order houses were touched on when deprecating the fact that some manufacturers, though they depend on the legitimate retail trade for the major portion of their distribution, will still put the mail order houses on their jobbers' list, and thus assist in unfair competition with them.

MAYOR BLACK

of Regina, who welcomed the visiting delegates on behalf of the city.

Favor Credit Business Rather Than Cash

Considerable discussion was given to the problem of conducting retail business on a strictly cash basis. It seemed to be the consensus of opinion that this was strictly a matter for each merchant's individual decision. One speaker stated that while indiscriminate credit was, of course, absolutely ruinous, that a legitimate credit business can be done by those who keep closely in touch with all accounts, and that a pointblank refusal on the part of retailers generally to extend this accommodation to those of their customers who were good risks would simply be playing into the hands of the mail order houses. This was specially true as regards rural communities, in that farmers especially would find it very inconvenient to pay for each item as they received it; in fact, if they were required to do so, they would be more likely to use the catalog.

Loss on Gasoline

The hardware merchants and those of the grocers who operate gasoline stations complain that they have had great difficulty and considerable loss owing to the present system by which they buy their gasoline by weight and dispense it by the gallon. One retailer stated that the last filling of his five barrel tank, even though sold carefully, for checking purposes, showed him a loss of 15 gallons. One of the gasoline companies explained that the average merchant did not realize what a volatile substance petroleum product was. A change of 20 degrees F. in temperature resulted in a 1% diference in volume above or below 60 degrees F., at which temperature presumably the barrels were filled. The association would recommend as a remedy to this that the gasoline be sold by gallons, as the specific gravity explanations seemed to always break the wrong way for the retailer.

The members of the association apparently view with concern the number of bank mergers which have been effected in recent months, and seriously deprecate the concentration of capital and credit in the hands of a few.

To Make Weekly Half Holiday Provincial Enactment

It was also decided that the Government be approached with a view to making the weekly half holiday a Provincial enactment instead of, as at present, a local matter, the decision as to the most suitable day on which to close being, of course, left for settlement by local option.

Group of Delegates to the Saskatchewan Retail Merchants' Association, held in Regina, Sask., on May 13, 14 and 15.

H. D. McPHERSON

Retiring President of the Saskatchewan Retail Merchants' Association, who presided at the Convention in session at Regina last week.

The Address of Welcome

His Worship Mayor Black, in welcoming the delegates, stated that it had been his pleasure to welcome the citizens of the other prairie cities and municipalities on many previous occasions, and under the auspices of many different organizations. These "get together" movements, which had become so popular with all different trades and associations, were having no small effect in cementing all communities into a fellowship of good will and mutual understanding.

He stated that he felt sure that though the general public were greatly exercised concerning the high cost of living, and would eliminate all other persons except the consumer and the manufacturer, whom they generalized under the all-embracing title of "the middlemen," this convention, among other results, would tend to educate the public as to the valuable and very necessary service which the retailer, in every line of merchandising, gave for value received.

That day has passed in which anyone with the necessary capital can launch out into the retail business, be it grocer, hardware, dry goods, men's wear or any other line, and conduct it profitably and satisfactorily without practical experience. Each retail trade has become a science, and the successful merchant has learned that conventions such as this, and his trade papers, are the secrets of keeping up with the march of progress.

"You have much, gentlemen,to discuss. I am sure that we consumers demand much more service than we understand. We demand elaborate deliveries. We demand plate glass windows and expensive fittings. We demand our food put up in very artistic and very expensive manners. To give us what we want, and at the same time attempt to reach our ideas of what we should pay for it, is your very difficult problem. I am sure that these and many more problems will be nearer solution when this body have subjected them to their discussion."

The President's Address

H. D. McPherson, the president, in his opening remarks, expressed regret that the illness of A. A. Evans, honorary president, had made it necessary for him to discontinue his former business activities, and to seek a less rigorous climate.

After touching on the progress made in membership, Mr. McPherson continued: "One pleasing feature in this connection is the increased interest taken in our work by our members in general. They are more and more coming to look upon the association as a clearing house for all their troubles, as is evidenced by the ever-increasing amount of correspondence covering a great variety of subjects, some of which tax the ability of those of us expected to deal with them, to the limit. In order to meet this situation it has been necessary to increase the staff in the provincial office from time to time, until now eleven people, including the secretary, are employed and their time is fully taken up day in and day out. We also found it necessary last fall to engage the services of another organizer, whose full time is devoted to the Province of Alberta, thus giving our two men in Saskatchewan more time to talk over matters in general with our members in this Province. This makes a total of fourteen persons in the employ of the association, which fact in itself is some indication of the growth of the organization since the start of our work in 1913, at which time the secretary, with one stenographer, and an organizer, constituted the entire staff. In spite of these increases in staff and also slight increases in salaries, and although our membership fee has remained the same since 1915, when it was raised from ten to twelve dollars, we are still able to show a balance on the right side of the ledger.

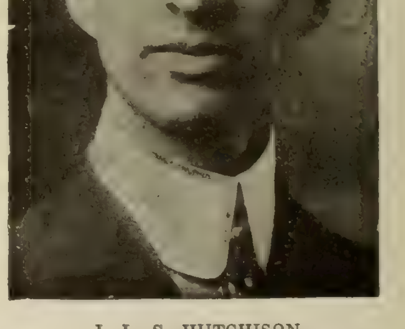
"At our last convention the formation of District Advisory Committees was suggested, it being left with your executive to put the arrangement into effect, which was done. The Province was divided into four districts, and a chairman appointed in each district, with whom it was left to select his own committee, with the exception that a retail implement dealer was named in each case to act on the committee at the request of the executive of the Implement Dealers' Trade Section.

Better Organization Needed

"We feel, however," he continued, "that the time has come for a more complete system of organization, which involves the formation of district branches with a permanent paid secretary in charge of each branch, who will give his entire time and attention to the work of the association in his particular district. While this may mean an increase in the provincial membership fee, your executive is of the opinion that the returns from the improved service that will be available to the merchants individually and collectively, will far more than offset any additional cash outlay that may be necessary. An additional advantage will be that we will be able to get a better expression of opinion on any matter of importance with which we have to deal. The full details of this plan will be placed before you for your consideration during the course of this convention.

"At a meeting closely following our last convention, James Clinkskill and George Hazen, of Saskatoon, and R. A. Magee, of Wolseley, were named to act with your executive in making representations to the University of Saskatchewan regarding the establishment of a course in Commercial Education. At a meeting held in August, between this committee and Dr. Murray, president of the university, the matter was thoroughly discussed with the result that Dr. Murray agreed to recommend to the University Senate that the course be established, and we are, during this convention, to be favored with a series of lectures by Mr. Frank Stockdale, retail commercialist of Chicago, who has been engaged by the university for the purpose. It is the intention of the university to instal a regular course in Commercial Education as soon as a suitable man can be found to conduct it. In the meantime an effort will be made to secure the services of some person qualified to fill the position, to travel through the Province on behalf of the university, for the purpose of addressing the merchants locally and giving what asistance may be possible in the interests of better business. Our thanks are due to the university authorities for their action in this respect and it is to be hoped the business interests generally will cooperate with them in making the undertaking a success. In this connection I would like to mention that I think we should have a committee on Commercial Education representing all branches of commercial undertaking instead of the committee being confined to retail merchants alone. This, it seems to me, will have the effect of making the courses more far-reaching in their effect, to the ultimate advantage of all concerned.

"In December last a general meeting of the retail implement dealers of the Province was held at Regina, at which many of the grievances peculiar to that business were thoroughly discussed and ways and means devised by which they might be overcome. Part of the day was devoted to a meeting with representative wholesale implement dealers from Regina and Saskatoon, before whom many of the injustices with which the retailer has to contend were placed. Facts and figures showing an intolerable state of affairs as regards the margin of profit allowed on the sale of agricultural implements and repairs had been prepared, and were placed before the meeting at this time. The wholesalers admitted the unfairness of existing conditions, but were not prepared to offer any solution. They asked for a copy of the resolutions that had been placed before the meeting and suggested that another meeting be called after they had been given a chance to consider them. In the meantime, and up to the present, our provincial office has been giving a great deal of attention to this matter with



J. L. S. HUTCHISON.

Who presented the very satisfactory Treasurer's report of the Saskatchewan Retail Merchants' Association in Convention at Regina this week.

a view to meeting the wholesalers again at an early date.

"Our success in bringing this or any other matter affecting any other line of trade, to a successful conclusion, lies to a very large extent in point of numbers. If we have the merchants back of any such undertaking, not only as members of the association, but with their moral support as well, we can accomplish almost anything we set out to do. This is a fact that does not seem to be appreciated as much as it should be, and merchants generally are too often satisfied to "let the other fellow" fight their battles, when as a matter of good business, they should look upon any effort to improve conditions as a personal affair, requiring personal attention, —which means that if a general meeting of the merchants engaged in any particular line of business is called, each one should make a point of attending even at some sacrifice if necessary, so that those with whom we have to deal may see that we mean business.

"Just previous to the last session of the Provincial Legislature your executive met the Government ministers and laid before them our requests for legislation we were anxious to have passed at the forthcoming session of the House.

"These included an amendment to the Village Act regarding assessments. Previous to the second session of 1917 it was left optional with a village council as to what form of taxation they adopted, that is, whether a single or a general tax, but at the session it was made compulsory for them to adopt a general tax on lands, (100 per cent.), buildings and improvements, (60 per cent.), personal property (100 per cent.), and income. According to information received by the association this worked an undue hardship on many merchants, increasing the amount of their taxes by several hundred per cent. We requested that the amendment be repealed and it again left optional with the village as to what they do in this respect. We were not successful in having the amendment repealed, but an additional amendment was passed exempting personal property including stock in trade, and fixtures in connection with the business in cases where a merchant is paying a license fee in respect to his business. This is of no advantage, however, as the Village Act does not contain authority for the council to license retail businesses. This matter will receive further attention.

To Regulate Hours of Trading

"We also requested that the Village Act be amended, giving the council authority to pass a by-law regulating the hours of trading including provision for a weekly half holiday. We are pleased to say that this amendment was passed, and the village council may now put such a by-law into force upon receipt of a petition signed by 75 per cent. in number of the occupiers of shops in the village.

"One other item of legislation in which a great many of you will doubtless be interested," Mr. McPherson continued, "and one which has received a considerable amount of our attention during the past three years, is that of an amendment to the Chattel Mortgage Act regarding the status of chattel mortgage on the growing crop, or a crop to be grown, covering the purchase price, meat, groceries, flour, clothing and binder twine. We understood at the time this legislation was passed in 1916 that this mortgage would take precedence over any other claim, except seed grain liens, and were so sure of our ground that we entered an appeal against a decision that was given in one of our district courts contrary to our understanding of this matter. We lost out in our appeal and consequently approached the Government again requesting that a crop mortgage be made a prior claim, second only to seed grain liens, and you will be pleased to know that this is now the case—that is to say, one of these mortgages now takes preference over any other claim except seed grain liens and seed grain advances under the seed grain advances passed at the last session, whereby any mortgagee of land in Saskatchewan may make advances to the owner of the mortgaged land to enable him to purchase seed grain for use in sowing the land for the crop of 1919,—the advance is not to exceed $250 on any one quarter section, and where the mortgagee makes such an advance he may add the amount to the mortgage. In view of the extensive use being made of these crop mortgages we are sure that the fact that they now rank as a preferential claim will be appreciated.

F. E. RAYMOND,

The energetic Secretary of the Saskatchewan Association, who has been largely responsible for making the Convention such an unqualified success.

"During the past number of years, since the beginning of our work as an association, we have been holding annual general conventions which have been appreciated more or less by those who have attended them, but at the same time at a convention of this nature there are bound to be subjects up for discussion, which while they may be vital to the interests of some one or perhaps two sections of trade, are of no interest whatever to the others,—consequently they do not become interested or do not feel that they have any part in the discussion. In order to overcome this and to make our conventions more interesting, it has been proposed that we hold trade section conventions,—for instance a convention of hardware dealers; a convention of jewelers, etc., etc., at different intervals throughout the year, which perhaps need not take up more than a day or two days at the outside. It is felt that this method will not only prove more interesting but that it will be much more beneficial to all concerned. I am merely mentioning this now. You will see by your programme that this matter and that of the formation of district branches will be up for discussion on Wednesday morning."

In conclusion, Mr. McPherson said: "I just wish to say that while we consider that we have made fairly satisfactory progress during the past year, we believe that the programme we have mapped out for the future will, if adopted, be the means of not only creating greater interest in our work, but it will enable the association to render a more efficient service in every way to its members, and not only this, but we feel that our service will then be such that no retail merchant would think of remaining on the outside.

Increases in Money and Membership

J. L. S. Hutchison, in presenting the financial report of the association, stated that the association had ground for satisfaction in the very satisfactory showing that it had been possible to make during the past year. So satisfactory had conditions been that the financial year closing December 31, 1918, showed a surplus of $3,211.63. Not only had the association prospered in a monetary sense, but it had also shown a very encouraging growth in membership, and in the interest taken in its various activities. At the end of 1917 the total enrollment showed a membership of 1,590, while the present membership was well over 2,100, a significant indication of the way the association was finding favor with the retailer. The comparative statement of the past two years also indicated a very satisfactory growth.

December 31, 1917—		
Assets	$4,615.84	
Liabilities	1,190.79	
Balance		$3,425.05
December 31, 1918—		
Assets	$8,328.74	
Liabilities	1,692.06	
Balance		$6,636.68

The Financial Statement

The current financial statement which was then presented more than anything else went to show the very substantial position which the Saskatoon branch of the association now enjoyed.

The report is as follows:

INCOME

Dues,		
Saskatchewan	$20,624.75	
Alberta	4,586.00	
		$25,210.75
Commissions on collections		856.51
Commission on freight claims		211.00
Convention advertisements	$ 792.50	
Less convention expenses	641.00	151.50
Sundry receipts		54.78
"Retailer," advertising	$ 2,936.28	
Subscriptions	652.50	
	$ 3,588.78	
	2,655.02	933.76
		$27,418.30

EXPENDITURE

Office salaries		$ 7,599.78
Organizers' salaries and expenses		
Saskatchewan	$ 6,149.93	
Alberta	1,645.68	7,795.61
Executive meeting expenses		273.16
Dominion association for dues		2,090.00
Stationery, printing and office supplies		1,633.80
Traveling expenses		587.90
Office rent		685.00
Legal expenses		177.00
Interest and exchange		34.81
Alberta R.M.A. accounts	$ 1,152.69	
Grant to Edmonton local	225.00	1,377.69
Grants to Regina and Saskatoon locals		583.50
Sundry expenses		1,611.03
Depreciation written off furniture and fixtures	$ 173.09	
Automobiles	184.30	357.39
		$24,206.67
Balance, income exceeds expenditures by		3,211.63
		$27,418.30

R.M.A. Fire Insurance Report

Mr. Hutchison, of Saskatoon, gave the financial statement of the Retail Merchants' Mutual Fire Insurance Co. A few of the outstanding features of this report follow:

Net Ins. carried to Dec. 31, 1918	$882,200
Net Ins. carried to Dec. 31, 1917	554,935
Showing an increase of	$327,265
Assets to end of Dec. 31, 1917	$ 30,637
Liabilities to end of Dec. 1, 1917	19,737
Balance, 1917	$ 10,900
Assets to end of Dec. 31, 1918	$ 48,064
Liabilities to end of Dec. 31, 1918	29,032
Balance, 1918	$ 19,031

A substantial increase.

Also another interesting analysis was submitted:

Savings	25.00%
Expense (a low expense)	23.15%
Losses	22.25%
Surplus	29.60%
	100.00%

In any other company than a co-operative, only this 25 per cent. savings would be included as surplus. This arrangement shows that the company is operating on a 75 per cent. basis altogether. In concluding the report of the fours years' operations, Mr. Hutchison expressed confidence in the coming year even exceeding the past records, which had been good.

The Secretary's Report

One of the matters that F. E. Raymond, the secretary, brought up for discussion, at the convention, concerned the joint liability of the husband and wife for bills contracted for the necessities of life. It has occasionally happened that the husband has contracted bills for food, hardware, clothing, etc., even to the extent of several hundred or a thousand dollars, and when approached for payment has frankly stater that he has no money, and, upon investigation it has been disclosed that everything had been made over in his wife's name. The Government will probably be asked for legislation making this particular class of evasion impossible by making both parties individually responsible for such accounts.

Another matter that the secretary brought up for discussion was in connection with the Small Debts Act, the fact of the matter being this, the reading of the Act, "The summons shall be returned not less than six days, nor more than twenty days from date of issue," which simply means that at present a debtor, after being handed the summons, if he is so disposed, can continue to sell his available assets and probably have them all sold before his time limit for making appearance before the J.P. The Legislature will be asked to make some provision, so that in a matter of this kind, pending appearance after the issue of a subpoena, any sales that will affect the collectibility of an account will be illegal.

"Another matter," he continued, "which received our attention was relative to the village assessments. Previous to the second session in 1917, it was optional to each village council which method they employed in collecting their taxes; whether on the single tax basis or on a general taxing scheme. Now, however, it has been rendered compulsory for them to tax lands, improvements, personal property and incomes. The effect, as found among the retail trade, has been this, in the few cases mentioned:

1917 tax, $96, same property 1918, $278;
1917 tax, $76, same property 1918, $279;
1917 tax, $27, same property 1918, $503;
1917 tax, $71, same property 1918, $408;

but possibly the most notable one to show the difference when the rates of taxation on a man's personal property or stock-in-trade was assessed was this: in 1917 $24, 1918 $688. Of the assessed amount $300 was the value put on his lot, $6,000 on his building and fixtures, and $25,000 on that retailing stock.

"Recommendations were made, when the effect of this action became evident, that the Government revert to status quo in this matter. However, the Government could not see their way clear to do this, and asked your association to consider the matter further and submit further schemes. The association at that time asked them then to eliminate stock in trade, which the Government did in this matter.

"An Act to Amend the Village Act:

"14. (s) subsection (3) of the said section 198 is amended by adding thereto the words 'and no person who pays a license fee in respect of a business shall be assessed upon the stock in trade or personal property used in the business."

"They also raised the permissible rate of taxation to 15 mills on the dollar, whereas it had been ten. It will readily be seen that this amendment was a joker, from the fact that the Government does not permit villages to levy a business license. Therefore at present none of the sufferers received that exemption of taxation on their stock in trade. Your association will, however, endeavor to have the Legislature grant the villages this authority when this amendment will become effective. And furthermore, in many cases, the villages realized less than in previous years because the assessed value of unimproved lots was decreased too much."

Mr. Raymond continued: "Another very important matter that is receiving considerable attention is the establishment of regular courses in retail merchandising in the Universities of Saskatchewan and Alberta. The scheme which Manitoba adopted, and which is in its second year, is not considered by the members as suitable for these provinces at present, as it is felt that it would be almost impossible for the various merchants in the outlying communities to spend an entire week away from their businesses. As for a permanent course being established in these Universities, it is considered impossible at present, owing to the faculty not being procurable to conduct such courses. In three or four years there will be graduated from Harvard experts along each line of merchandising, as the result of the courses being conducted there, and the University authorities hope to be able to procure the necessary teachers from that class. In the meantime, it is recommended that the lectures which will be conducted by Frank Stockdale, of Chicago, in the various centres of Alberta and Saskatchewan, following this convention, be well attended by the merchants in those districts, as they will be the nearest approach to the short course in up-to-the-minute merchandising that will be available to them at present.

"Your association has a tariff department at your disposal, where your freight bills, etc., are carefully checked, overcharges located, and damage claims, etc., carried through to completion.

"Your insurance department also is ready at all times to check your policies, and to make sure for you that wordings mean what you understand them to mean.

"Your mutual fire insurance company has made great progress in the last three years, and has given you good protection at 25 per cent. less than board rate.

"We are in hopes at an early date of having this entire territory sub-divided into units of 250 to 300 members, with a paid secretary in charge of your interests in each one. He will, of course, be in intimate touch with all matters pertaining to your business, will have the accurate credit reading reports of all your customers, and this service will untimately almost dispense with the need of a collection system. Our collection system has collected many thousands of dollars for you simply with our first letters to delinquents, which are supplied by the association at a free service to members. Failing any results from this source, the accounts are handed to the association collection department, to be followed up on a commission basis, and even those accounts, which have been considered hopeless, have been made to yield you over $6,000 in the past year.

"We propose also to hold separate trade conventions at different times of the year, at which we propose to have, for instance, hardware experts for the hardware man, matters of concern to jewelers for jewelers' conventions, etc., considering that each trade can go into their various problems more thoroughly when they feel that they are not boring fellow members, who have absolutely different interests.

"I am also of the opinion," said Mr. Raymond, "that merchants in all lines of business do well to read their respective trade papers. The very latest thoughts of the best experts are to be found there.

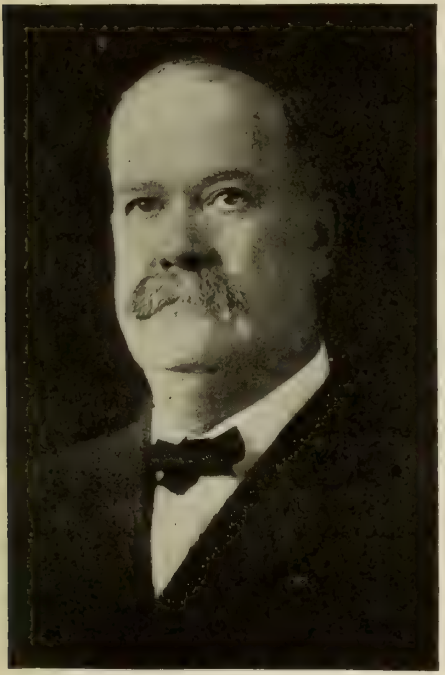
J. J. Polson Tells of Dominion Convention

J. J. Polson of Regina, the delegate to the Dominion convention, said that while leaving a general survey of the convention to J. A. Banfield, of Winnipeg, the Dominion president, there were a few points which he would take up.

Favor Trade Sections in Convention

First Two Days of Future Conventions Devoted to Trades—Third Day for General Convention—Will Try Out Division of Province Into Sections With Paid Secretary

THE proposed holding of trade section conventions, and the division of the province into district branches, were important matters which brought forth much discussion in the Wednesday morning session. After consideration it was decided that the first two days of future conventions will be set aside to the trade sections, the general convention being held on the third day. An amendment to exempt trades not included in general stores and hold their conventions at some other time of year was voted down.



S. D. McMICKEN,
Moose Jaw, Sask., elected President of the Saskatchewan R.M.A.

W. L. McQuarrie, Saskatoon, supported this division into trade sections, stating that during the first two days the sections could decide on important matters to be considered and there would then be something to work on in the general convention.

S. McMicken saw difficulties ahead, and issued a grave warning. "We have got the Retail Merchants' Association into one association. We have been fighting for twenty years to keep away from individual associations of the various trades. This convention is held for the good of all. There should not be sectional meetings. Do not get the conventions separated, for as soon as you do you are going to have fifty-five conventions held separately and the Retail Merchants' Association will go out of business."

In speaking to the amendment another delegate contended that the general merchants would thereby be given preference in being allowed to attend the general as well as the sessional convention, whereas trades not represented in the general store would be restricted.

A motion to direct the executive to pick out a certain district in the Province of Saskatchewan in which to try out for the period of one year the plan of appointing a local paid secretary responsible to the provincial association, was adopted. In this connection it was decided to give returned soldiers preference in appointments to the position of secretary in such districts. The secretary will make a report at the next convention on his work in the trial district, which will include 200 to 300 members of the R.M.A. The work of the secretary of the proposed sections was outlined by F. E. Raymond as follows:

Insofar as a credit rating system is concerned, it will be possible for such secretary to make a credit report on everyone in the district. A credit rating card will be provided for each merchant and a complete summary covering the district supplied to all members of the provincial association. This system is designed to prevent dealers who have exhausted credit in one district to move on to another and secure credit facilities. An interchange of summaries will cover the entire province.

In regard to collections, the credit system would lessen the need for collecting. The secretary could give personal solicitation and the fact of his being a member of the R.M.A. would carry weight in such matters. The usual rates for collections would be charged, so that the system would not be taken advantage of and the secretary deluged with unnecessary work.

Another phase of work for a secretary would be the encouragement of the community idea. It is felt that a man in such a position could do much to better the feeling between towns and cities.

The district secretaries would be employed by the provincial association, care being exercised to choose men who can win and hold confidence.

The plan will necessarily involve increased expenditure and it was suggested that a fee of $25 to $30 per year might be necessary. It is planned to have men selected for these positions spend a month in the Saskatoon office to get in closer touch with the work of the association.

Delegate Moulton, Kelliher, suggested that the province be divided as the Grain Growers' Association into thirty-six sections, allowing each section to pick their own secretary and pay him according to the amount of work involved.

G. W. Stockton, Carlyle, stated that the plan would involve a great expense. "I believe it is necessary to do something along this line, but it is questionable if we should stand the expense of a secretary paid by the association in each district at the outset."

C. Williams, Moose Jaw, suggested that the sum of $50 be paid to some responsible merchant in each district to handle the secretary's work.

Another delegate stated that the work done by the provincial association is not sufficiently close to the country merchant. The city dealers had their own secretary giving personal attention, and the country dealers would appreciate the association more if they had an equal service.

J. J. Polson stated that in the Regina R.M.A. there was no organization under the plan where the secretary devoted only a part of his time, and that it was necessary to open an office and devote a man's whole time to secure any beneficial results.

Suggestions by other delegates were that the plan was all right for large cities, but that country merchants could figure up their customers themselves. In another large district there were very few members of the R.M.A., and a secretary's traveling expenses would be heavy in proportion to the amount of work which could be done.

H. D. MacPherson, Regina, stated that the association had come to the limit of what it could do under prevailing circumstances. It was in response to his request for a trial in one district that the motion was adopted. The provincial association will bear the expense of the trial in one district, and it will be necessary to use some of the funds at present on hand for this purpose.

J. C. NICOL
Radisson, Sask., appointed Second Vice-President of the Saskatchewan R.M.A.

CANADIAN ASSOCIATION OF GARMENT MANUFACTURERS DIVIDE $1,600.00 ORDER

Will Take Three Months to Complete Contract Made with Roumanian Government Through Canadian Trade Mission.

AT the semi-annual meeting of the Canadian Association of Garment Manufacturers, held at the King Edward Hotel, Toronto, on May 12 and 13, orders for work shirts, cottonade pants and overalls, placed by the Roumanian Government were distributed among fifty-nine manufacturers. It was stated to a MEN'S WEAR REVIEW representative that seventy-five per cent. of the order was for shirts, and the balance about evenly divided for cottonade pants and overalls. Some dissatisfaction was expressed by firms equipped to make both overalls and shirts receiving only shirt orders. This was due to the fact that some of the overall factories were equipped only for manufacturing overalls and these were given the preference over factories capable of making shirts as well.

The convention on the whole was a huge success. Matters of factory costs were delved into thoroughly, and judging from the questions that were fired at the accountant, many members will get busy when they get home and re-organize their cost systems. In case the retailer at this point suffers serious apprehensions as to the extent to which he will have to pay for the new system of costing, it would be as well to state here that the main objects of the association are to establish by education the most scientific, efficient and economical methods of producing garments, and as a result, prices would be more likely to come down than to go higher, when the full results of co-operation are felt.

Mr. H. B. Peabody, of Walkerville, president of the association, occupied the chair, ably assisted by J. A. Haugh, the secretary. The president impressed upon the members that a high standard of quality was desirable and to make the finished goods superior to samples, if this were possible.

Inspections will be performed by representatives of the trade mission now in the various factories where the goods are being produced.

Returnitis, Cancellitis

At the meeting some of the members protested that these two diseases were of a catching variety, and something should be done to protect the manufacturers against the merchant who placed an order at high prices and then cancelled when prices went down, and against the merchant who placed orders without the least intention of accepting delivery of same when goods were shipped. The president pointed out that the remedy lay with each individual manufacturer and that the idea of the association taking it up contained dynamite, as it practically involved the keeping of a blacklist.

Standardization Plans

A plan to standardize buckles, loops, etc., was put before the gathering and approved, the association guaranteeing that to place big initial orders would enable the Canadian manufacturers to handle this business in the future. Formerly most of these orders were imported but with standardization Canadian plants will be able to turn out all buckles and loops needed.

A resolution committee was formed and the following resolutions were adopted by the association:

Resolution on Government Orders

The Canadian Association of Garment Manufacturers assembled here to-day, representing at least 80 per cent. of the shirt, overall, pant and allied industry in Canada, having as its objects (1) To establish by education the most scientific, efficient and economical method of garment manufacture, (2) To furnish by close co-operation and mutual understanding, the means of meeting successfully the problems of reconstruction, and (3) To help to secure by Canadian industry, the full fruits of victory by providing continuous well paid employment in the needle trade, and whereas the Government of Canada has, by means of credit agreement with allied Governments, made it possible for Canadian factories and workmen to be fully occupied during this trying period of readjustment through which we are now passing, therefore appreciating this important action by the Government, we, the Canadian Association of Garment Manufacturers of Canada, do pledge ourselves to do everything in our power to secure and maintain the opportunity for foreign trade being offered, and to make "Canadian products" a mark of quality, value and fair dealing.

Conditions in the Canadian needle industry to-day, both in regards to labor conditions and export business, make it absolutely imperative for all manufacturers to plan their output with the greatest possible degree of accuracy.

It therefore is resolved and carried unanimously that all members of the association respectfully urge upon their customers the utmost necessity of only placing such orders, whether for immediate or later delivery, that they are definitely prepared to take delivery of, thus eliminating all blanket orders and unecessary cancellations, so as to enable the Canadian manufacturers to fulfil their obligations to the home market and those of devastated Europe, now being negotiated by the Canadian Trade Commission.

Whereas the Dominion Government, through the Repatriation Committee, has asked for the co-operation of the manufacturers of Canada to assist in the training of the returned soldiers who at the time of their enlistment had no special training, not only that they may be able to improve their position as wage earners, but also to add to the productive capacity of the country, we, the members of the Canadian Association of Garment Manufacturers, hereby pledge ourselves to co-operate in every possible way and to assist in the training, and to give employment to at least 75 men willing to enter our trade.

BRITISH GLOVE FABRICS

Old Country on the Way to Recapture Lost Industry

The glove fabric industry, which, until the outbreak of the war, was a German monopoly, is being rapidly recaptured by Nottingham manufacturers. It originally had its home in Nottingham, but the success of German chemists in discovering the method of dyeing black on cotton, known as the Hemsdorff process, which not only produces a permanent black, but makes the gloves suede-like in appearance and touch, spelt ruin to the English manufacturers. The Germans before the war exported 30,000,000 pairs of these gloves, valued at three-quarter of a million sterling, to England.

The dyeing and finishing of lace and hosiery by Nottingham firms has, however, reached such a high standard of late years, and has revealed so many German secrets, that the manufacturers are now entering again into the glove fabric trade. So successful are they proving that whereas in 1913 England only made 880,000 yards of glove fabric, that figure is now being quadrupled.

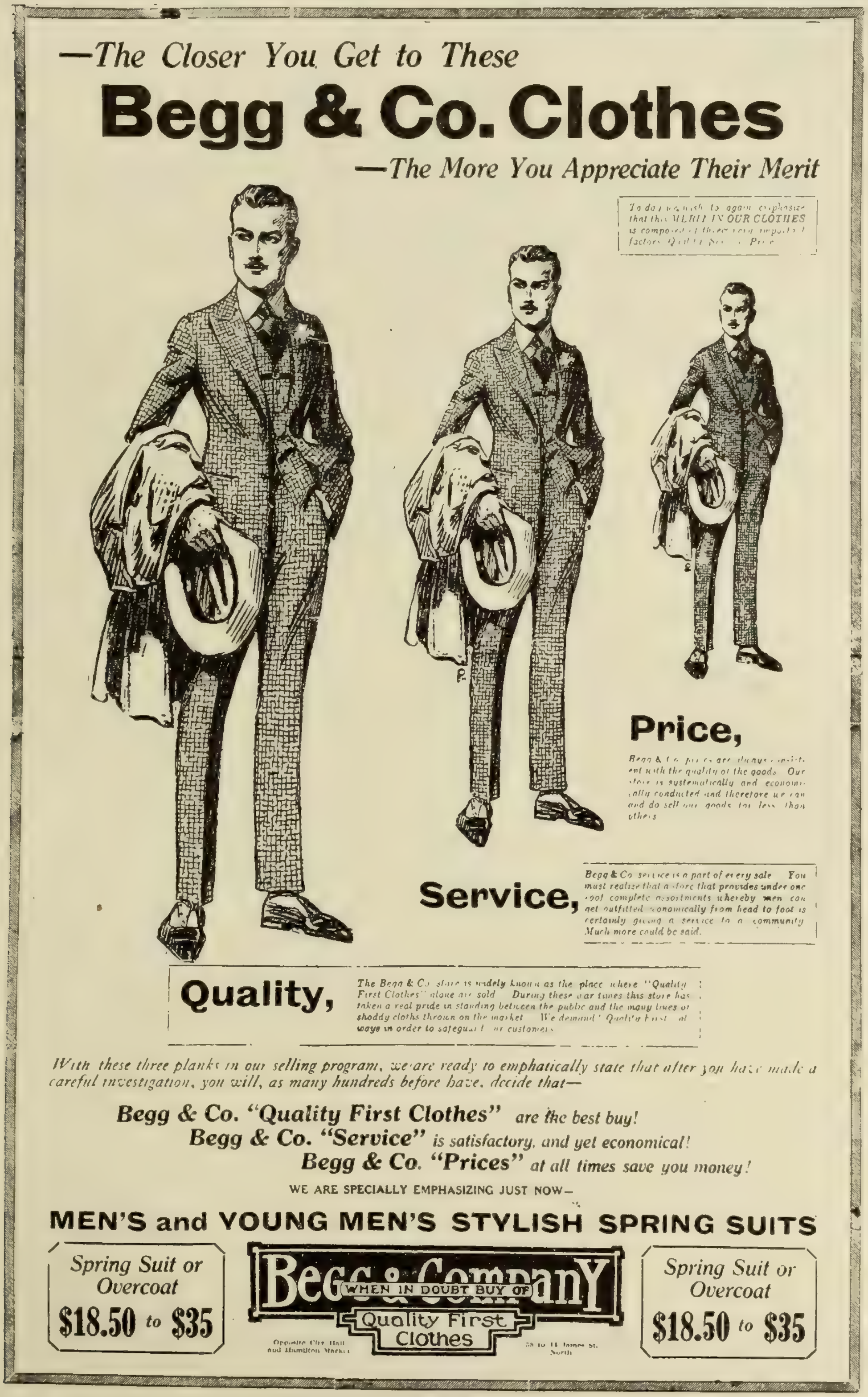
Nottingham firms are spending large sums of money on chemical research and are turning out gloves equal to anything produced by Germany, but they are appealing to the Government not to allow the trade to be killed once more by Germany, where labor, which represents one-third of the cost, is less well paid.

SHIRTS FOR SOUTH AFRICA

South Africa is in need of large quantities of shirts and overalls of the workingman's type. Cloth of from 8 oz. to 12 oz. is mostly needed. While the reconstruction business with Roumania is taking up much of the attention of manfacturers, the attractions of what may prove a permanent market for the Canadian garment makers are likely to appeal to the cutters-up.

THE RETAIL ADVERTISING PAGE

Suggestion for the Ad-writing Man.



—The Closer You Get to These

Begg & Co. Clothes

—The More You Appreciate Their Merit

To day we wish to again emphasize that the MERIT IN OUR CLOTHES is composed of three very important factors Quality Service Price

Price,

Begg & Co. prices are always consistent with the quality of the goods. Our store is systematically and economically conducted and therefore we can and do sell our goods for less than others.

Service,

Begg & Co. service is a part of every sale. You must realize that a store that provides under one roof complete assortments whereby men can get outfitted economically from head to foot is certainly giving a service to a community. Much more could be said.

Quality,

The Begg & Co. store is widely known as the place where "Quality First Clothes" alone are sold. During these war times this store has taken a real pride in standing between the public and the many lines of shoddy cloths thrown on the market. We demand "Quality First" always in order to safeguard our customers.

With these three planks in our selling program, we are ready to emphatically state that after you have made a careful investigation, you will, as many hundreds before have, decide that—

Begg & Co. "Quality First Clothes" *are the best buy!*
Begg & Co. "Service" *is satisfactory, and yet economical!*
Begg & Co. "Prices" *at all times save you money!*

WE ARE SPECIALLY EMPHASIZING JUST NOW—

MEN'S and YOUNG MEN'S STYLISH SPRING SUITS

Spring Suit or Overcoat
$18.50 *to* **$35**

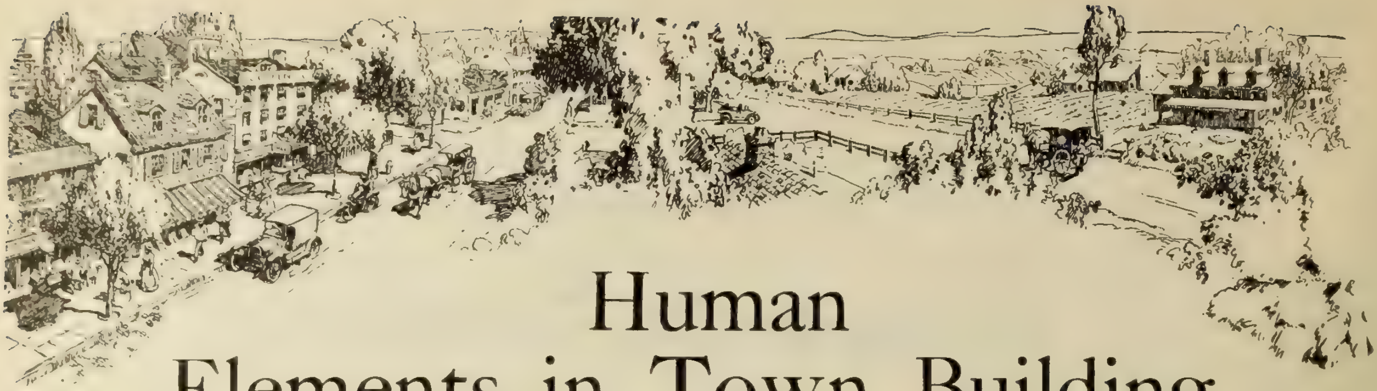
Begg & Company
WHEN IN DOUBT BUY OF
Quality First Clothes

Opposite City Hall
and Hamilton Market

[illegible] to [illegible] James St.
North

Spring Suit or Overcoat
$18.50 *to* **$35**

The above advertisement is exceptionally well thought out, the general arrangement of copy with cuts is good. The message is timely and is an example of correct, attractive business-pulling phraseology.



Human Elements in Town Building

By A. H. Melville, Madison, Wisconsin. Chief Bureau of Civics and Commerce and Associate Professor of Business Administration, University of Wisconsin.

IN the discussion of problems of town building, problems that are being considered by many municipalities at the present time, there are material considerations to be taken into account without doubt, but above these factors is the far greater factor of the men behind the cities. The accompanying address that strongly urges these points was delivered at the Second Annual Short Course on Merchandising held at the University of Manitoba, Winnipeg,

A TOWN is just as large as the territory it draws business from. No longer can a city hide behind the cloak of its city limits and say—I am not interested in anything except what is within my gates. City limits are only boundaries for municipal government. In building a city, therefore, we must recognize in a constructive way the interests of all the people we serve in commerce, in trade, in agriculture, in recreation, in matters of health. I believe it was the veteran Cyrus McCormick who recently remarked to a group of bankers and business men that the prosperity of farmers in their community is the measure of their sales in business, and the late Theodore Roosevelt, who recently writing in connection with the League of Nations, said: "If this old world of ours is going to be a good place for some of us to live in, it has got to be a pretty good place for all of us to live in."

Our civic, commercial and educational interests are so interwoven and interlocked that we can scarcely consider the welfare of one line of business without reckoning with all the others. If we have factories with efficient working men, they must have sanitary, cleanly homes to live in. They must have recreation for themselves and their families. If we have progressive, contented, satisfied farmers, good farming implements, markets to care for their grain, and modern stores to take care of their household needs are implied.

The Human Touch

In this busy hurly-burly world of ours, this age of wireless telegraph, 100 miles an hour automobiles, 70 miles an hour trains, fast aeroplanes, 90 miles an hour business and three editions a day newspapers, men are losing the personal contact of man to man and the human interest that goes with it. We rush hurriedly to business in the morning and back again at night, to committee meetings, speaking for a moment first with this man and then with that man, but never knowing really the man with whom we meet and deal. We are busy in our stores, we cannot cultivate friendship of our customers. The other day, to my surprise, I learned that a prominent man with whom I have been sitting on committees lived only a stone's throw from my own door. The magic touch of personal interest so common a few years ago seems gradually to be slipping away. And yet, if **we are to build our cities constructively,** not for to-day or to-morrow, but for years to come, we must know the men who live in them and their capabilities, **for it is men who make cities.**

The other day some misguided man in Minnesota caused the failure of a chain of fourteen banks. The newspapers heralded it half way across the continent. Not a few people immediately said to themselves, "I wonder if my bank where I do my business is safe? How about my savings and earnings, are they all right?" and again we see how interdependent business is and how much the success or failure of one unit affects all the others. And not only that, but it affects the town or city in which the failure takes place and its reputation, for cities have a reputation and character just as individuals and firms have.

Now towns are competing with one another for business just as business men in the same line of business compete with one another. A town is known by the reputation of its business men, by the reputation of its schools, by its libraries, by its health, by its recreation facilities and judged accordngly. If we are to build a town, we must know its resources and liabilities. We must take stock of what it has to offer to the people who live there and who come there to trade, just as the merchant takes stock every so often to see what he has and what he is out of that he must supply. We must analyze our own community critically, face the facts and act according to what the analysis shows. One town is short a good retail store, another a blacksmith shop, another a good hotel.

A Need for Executive Action

A meeting of this kind here to-night fifteen years ago would have been absolutely impossible. Business men did not get together then as now. They feared each other and were not willing to trust their competitors. Perhaps they did not realize the necessity for collective action. No town, or city, or community can be really and truly prosperous and contented unless the people get together frequently in social intercourse and exchange ideas and opinions on matters of public interest and business. Rome and Greece had their public forums at Rome and Athens where the wise and unwise gathered together and debated matters of public policy. For centuries 2,500 to 3,000 years ago this custom prevailed, and who shall say they were not the most progressive cities of their age? The creed of the Athenian youth, the free born British youth can be proud of to-day:

"I am a citizen of no mean city.

"I will never bring dishonor or disgrace upon my city, nor desert my suffering comrades in the ranks.

"I will fight for the sacred ideals and standards of my city both alone and with many. I will respect and obey her laws and seek to impose a like obedience and respect upon the part of those above us who are prone to annul them or set aside. Thus in all ways will I seek to transmit my city, not only not less, but greater, more beautiful and better than it was transmitted to us."

The winning of the world war is the finest example of collective co-operative effort that is recorded in history. One nation could not win the war. Nor could two nations. It took the combined effort of all the liberty loving nations directed under central leadership to strike the blow at militarism which has made the world safe for Democracy. The fruits of the victory we shall enjoy and shall we not carry this lesson of constructive co-operation into our constructive city building?

Two years ago, John Barrett got the Central American Republic together for monthly meetings in the beautiful Pan-American Building at Washington, where the representatives of these countries could meet and know each other, rub elbows, sit at a common table and discuss common interests and common problems in a frank and honest fashion. The result is that instead of a new revolution or war breaking out somewhere in Central America every morning before breakfast, they haven't had a war for two years and a half.

But we must organize if we are to get results. I have noticed that there are three types of institutions in towns that are supposed to represent the business man's, and incidentally the town's, interests:

1. The small business organization designed to give credit information and undertake collections.

2. The business men's organization for developing trade and commerce only and which usually includes the one already named.

3. The big, broad, institution which includes all the interests of the other two and which is big enough and broad enough to include every interest of the country; its commerce, trade, education, recreation, health and agriculture. This is the kind of a body that is building towns for not only to-day, but for the future.

Call the roll of cities in the United States and Canada that are doing things

Continued on page 58

Getting the Trade That Passed the Door

He was a clerk in a big store, and he saw good trade that passed the door. He figured that there was business enough there for another store, and he knew he need not fear the big store's competition. He built a business on the trade that was left over, and this is how he did it.

By Edward Dreier

WHEN he told them that he was going to open his store right next to their large establishment they laughed at him. "Why, man, you're crazy," they told him, "you'll never make a success. Do you think that people are going into a little store when they can come to our fine big department? You won't be able to last six months. Why not save your money now and start in the other end of the town where you'll have some chance?"

And the little man smiled. "Don't you lose any sleep over my failure. I'll take a chance and I'll get business that you never thought of. I'll put in as good a line of groceries as you have in your big department and I'll have just as good a variety. I may not carry everything that you do, but I'll have what my customers want. As I find that I can add other things on which I can make a profit I'll put them in."

He had a plan in his head, worked out from years of study of conditions as a clerk in the grocery department of the big store. This plan he took to a grocery salesman, and it was so good that he got a fair amount of credit so that he could make a start.

Intensive Cultivation of Customers

Right back of the big store for many blocks was a foreign settlement—workers in the mills. A few blocks in another direction was a district of office help, men whose salaries were not very large. And right here in these districts is where the little man began his intensive cultivation for customers. He went right out and personally canvassed the homes. The result was surprising—far beyond anything he had expected. He invited the women to come to his store and personally pick out the things they wanted. He asked them to carry home their own parcels and save a certain discount which he would allow them. He wanted to get out of delivering to people so close to his store. This discount appealed to the people and his business grew.

He never let a customer enter or leave the store without a greeting or a "good-bye," "come again." He made his store an intimate sort of a place where every purchase was appreciated.

His business grew to such a volume that he decided he would have to move into larger quarters, but his friend the grocery salesman advised against it.

"Don't you do it," said he. "You've got your business established here and the folks like the way you treat them. If you move it will mean a re-education of your customers. The nearest store that you can get is several blocks away from here and you'll find that many people won't follow you. I'll tell you what to do. You've got a big wareroom out back of the store and you've got a basement. Get your proprietors to fix up the basement and put some light into it. Use that for your wareroom. Turn the back room into a shipping department and use the front part of the store for a show room only. That will enable you to get rid of some of the cases, and you can put in chairs and tables where your people can give their orders."

So the changes were made after talking with many of his customers, and the business was carried on in a more efficient way.

The manager of the big store dropped in one day and made the little man an offer to come back and become manager of his grocery department. "I don't know how you've done it, but you seem to be doing a wonderful business. What gets me is the fact that our business is just about the same as it was before you started."

And the little man told him. "I feel so sure of my customers that I am going to tell you how I got the business. I picked my clients from right under your nose. When I was a clerk in your department I often wondered why you didn't get the trade of these thousands of working people right around you. You seemed to feel that distant pastures were the best ones and you went after that trade. I went around to these workmen's homes and found that they were over-awed by the big show you made in your grocery department. They didn't think that they could get the common things that they wanted. So they bought their groceries farther down town and either carried them home or had them delivered. That gave me my idea for opening this store. I felt that I could develop this business right around here, and you see the result.

"I offer them a discount if they come to the store and carry home their purchases. That cuts down my running expenses. I keep a motorcycle outfit for any deliveries I have to make and one of my shippers looks after it. I find the up-keep very low and I can make my deliveries quickly and efficiently. I give my customers the best personal service that I know how and they not only buy all their things from me, but they are getting their friends to come to me. When they want something I haven't got I send over to your store for it until such time that I find sufficient demand to warrant me stocking it. In that way I keep them from going to other stores. As you will see, my store is neat and clean. It is arranged so that everything is tastefully displayed. A customer can see everything that we have to offer—and yet there is no overpowering show about it.

"You come in here some day and give an order to one of my clerks. You will find that every one of them has an interest in the work. They know what they are talking about and they are real human beings—not mere order-takers. I find that some women like to buy from men while others would rather buy from a girl. So I split my force fifty-fifty. That is service again. You see, I have no hesitation in telling you these things because I know that so long as I give my people the service they are now getting they will stick to me. It is good of you to offer me that manager's position, but I'm enjoying this work too much to give it up."

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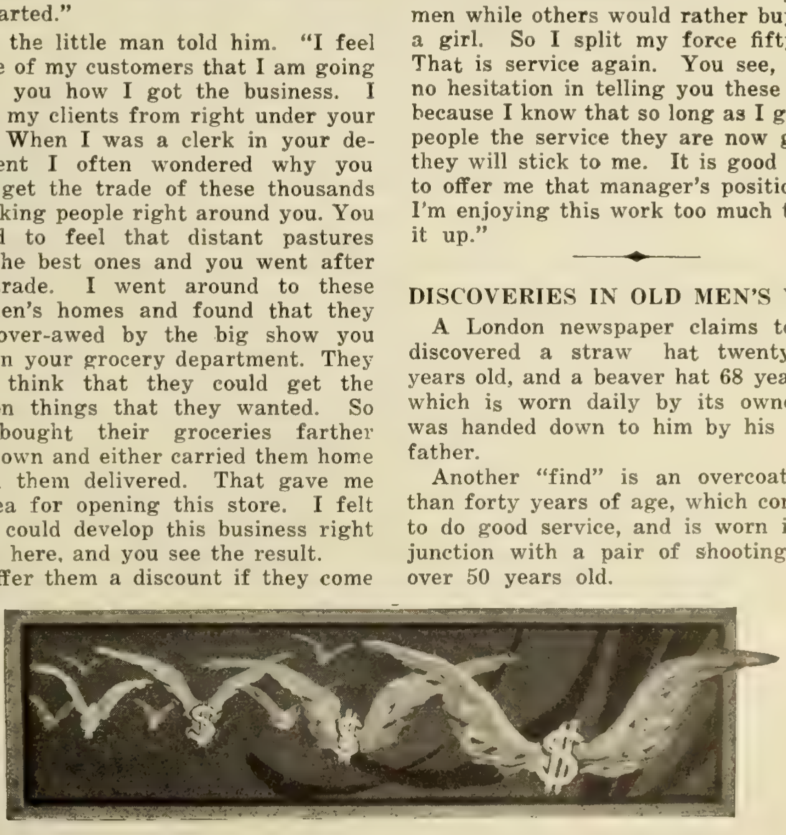
DISCOVERIES IN OLD MEN'S WEAR

A London newspaper claims to have discovered a straw hat twenty-seven years old, and a beaver hat 68 years old, which is worn daily by its owner and was handed down to him by his grandfather.

Another "find" is an overcoat more than forty years of age, which continues to do good service, and is worn in conjunction with a pair of shooting boots over 50 years old.



REMEMBERING NAMES AND FACES

Personal Interest in the Customer Secret of Stamping Name on Memory.

AS a salesman it is important that you learn to remember the names and faces of your customers. When you meet a customer whom you have not seen for a long time and at once call him by name, you have made a favorable impression. Favorable impressions count for much in selling.

All things to the contrary notwithstanding, everybody on earth likes to be flattered. We are all susceptible to flattery if it is done properly and tactfully. We rebel only when the flatterer lays it on too thick. It pleases our vanity to be remembered—to have people whom we have met perhaps only casually remember our name.

You may say it is possible for you to remember faces but not names. They slip away from you. Well, I'll tell you the secret of remembering names. It's a simple little secret—so simple it may surprise you.

Now, why is it that you can remember the names of your friends without any difficulty? The young man doesn't have to look in the telephone directory every time he calls up his sweetheart either. He remembers the number. Or, if he writes her a letter, he doesn't have to look up her street address. He remembers it. And numbers are harder to remember than names.

"Oh, well," you say, "that's different." But IS it different?

The reason you can remember the names of your friends easily, the reason you can recall certain telephone numbers and street addresses without effort is because you are personally interested in them. The more interested you are the easier it is for you to remember.

That's the secret, and it is, in very fact, the whole secret of all memory training. We remember most easily those persons and things in which we are most interested.

Suppose you meet a customer for the first time and learn that his name is Mr. Fleming, we will say. How are you going to impress that name on your mind and associate it with the face of the customer so that the next time you meet him you will remember that he is Mr. Fleming? You can do it by becoming, for the moment, personally, intensely, overwhelmingly interested in Mr. Fleming. Let him become, for the time being, the most interesting person in the whole wide world.

When you become earnestly interested in him you are not only accomplishing your purpose of remembering his name and face—you are striking a responsive chord within him. It is human nature to warm up to those who appear interested in us.

Your interest must be natural, however. People are quick to detect and resent a sham. After all, why shouldn't we be honestly interested in everybody with whom we come in contact? We are all, in a sense, brothers and sisters on this earth. Besides, studying human nature at first hand is the most fascinating pursuit in the world.

If you will just make it a rule to become intensely interested in every single person you meet you will have no difficulty in remembering their names. When you meet a person for the first time, look squarely into his face for a moment and forget everything else in the world. A little practice will enable you to stamp his name on your memory so that you can really SEE it as clearly as if it were printed on paper before your eyes.

Then be honestly interested in the personality of the person before you. That's all there is to the simple secret of remembering names and faces.

POSTMEN TO SET THE STYLES FOR SUMMER COMFORT

Stetsons, Khaki Shirts, Dotted Ties, no Coats, Feature of Warm Weather Dress for Postmen.

DAME Fashion this Summer will be led into the daring arena of lavender socks, noisy hatbands and a new medley of ties and silk shirts by the man who carries the mail. Five hundred and twenty-three dainty shapes that hover about the streets of Toronto bringing glad tidings of the boy who is on his way home to mothers, sisters and sweethearts, will somewhat disturb the traffic when they start on their way after June 15.

The joyous news that "Postie" was going to have a real Summer suit in nifty design, caused a flutter of excitement at the General Post Office this morning. Only during the war came the first relief for the tired mail carriers who have been dragging their heavy bags in the hot, dusty months for years, in a uniform that attracted warmth like the German delegation at the Peace Conference. A beneficent Government, in the years of war, attired the mail carriers in alpaca coats, blue serge trousers and straw hats. But this year a definite uniform is laid down in the way of restitution by a department that has long sinned.

The idea conveyed by the uniform is decidedly American, and the fact that they are being manufactured by a factory close to the border, in Niagara Falls, Ont., probably explains this. Nevertheless it surpasses all previous attempts to keep the postman cool.

His hat will be an expensive Stetson, made something after the American army pattern, in light khaki, guaranteed to last two years and keep its shape in rain or sunshine. The crown will be somewhat higher than the American model and the brim more generous. A high band of dark khaki will adorn the postman's millinery.

A shirt somewhat similar to those worn by British officers will be in vogue, according to Mr. Robert Durston, superintendent of deliveries, who told the Times that the uniforms would be ready about June 15. He said the polka-dot tie would be encouraged. Coats will only be worn on cold days.

The trousers will be light blue serge of excellent wearing material, with dainty thin red stripes down the sides. Two pairs of these will be issued so that a smart crease may be a daily possibility. Wrist watches and snappy pocket handkerchiefs will complete the uniform, if the postman cares to add such frills to his equipment.

Black boots will be continued. The post office authorities have found that tan boots do not look so smart after a month's wear as black shoes. Another addition to the outer equipment of our "Postie" is the rain coat, a frail looking but durable rubber covering, weighing from six to eight ounces, and guaranteed for two years. It will be gay in color. The usual heavy black cape used in heavy storms to protect the mail will only be worn during violent Summer weather.

Mr. Durston stated that the boys were very pleased with the change. The new hat, he declared, would be an improvement over the straw worn previously. Towards the end of the Summer, the superintendent of deliveries said, straw hats became very hard, shabby and dilapidated looking. The new style will look smart and keep its shape well for two years, he declared.—From the *Times*.

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LARGE HATS FOR P. O. MEN

Carriers to Wear Also Khaki Suits and Shirt Waists

The Dominion Government has decided to dress letter carriers in khaki, sombrero hats and shirtwaists during June, July and August, and Mayhew Hats, Ltd., has been given a contract to make 10,000 hats. They will somewhat resemble the United States army hat.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF
THE CANADIAN MEN'S WEAR TRADE
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EDITORIAL BRIEFS

ACCORDING to reports from reliable sources there will be an unusually large demand for Palm Beaches and Summer suits of light materials. Retailers who encourage this demand by good advertising and window displays will undoubtedly be amply rewarded.

* * *

MAKE the most of the Summer and holiday lines by concentrating upon intensive selling campaigns. Use every means of publicity to get your message "across."

* * *

IN spite of strikers and rumors of strikes the men's wear stores are doing a "land office business" all over the country. And the holiday season yet to come.

* * *

ADVERTISING of the right kind shortens the distance between human minds just as surely as the railroad shortens the distance between places. It is still possible to walk from Toronto to Montreal, and it is still possible for a business to get along without advertising. But—why not use modern methods of "getting there?"

CUTTING PRICES ON STRAWS

LAST year a number of merchants became impressed with the idea that there would be no warm weather and started cutting prices on straws and Panamas on or before June 15th, which ordinarily is the height of the season. The warm weather came later and the straw hat business was transacted with very little profit. The warm weather this year has come in on schedule time and already reports indicate a big season in straws at the top prices. The returned soldier business will greatly augment sales, both of straws and felt hats, as they will require one of each; at least this is the experience of a number of hatters and furnishers. There should be no real necessity to cut prices until after the 15th of July.

FALL DELIVERIES

IN discussing the question of deliveries for Fall with several manufacturers, the opinion formed from the general information gathered lends itself to the idea that the retailer will have to be prepared to accept goods at a later date than has ever been the case before. There are a great many reasons, but chief amongst them is the phenomenal trade the average men's wear dealer has been experiencing since the first of the Spring season, necessitating in a good many instances complete re-stocking of outfits of the more popular styles and regular sizes. This has kept, and is keeping, the clothing manufacture working on immediate delivery goods, when ordinarily at this time of year they are manufacturing for stock or on account of Fall orders placed.

It is fairly well understood amongst the trade that 100 per cent. deliveries can hardly be expected and it is likely a system will be worked out whereby certain percentage of orders placed will be delivered, in July say thirty per cent., August thirty per cent., September twenty per cent., and October twenty per cent. The first percentage will include most of the suits ordered and the later deliveries Fall coats and later still, Winter overcoats. In this way the selling seasons would be covered, with probably a much larger sorting order business to be taken care of. Beside the fact that prosperity has to a great extent upset the regular season deliveries, the labor question has been aggravated considerably since the first of the year. Skilled labor is almost impossible to secure and the staffs now on the pay rolls are working shorter hours, which of course affects the normal output adversely.

Manufacturers and wholesale houses do in a great many instances have to accept part deliveries of piece goods and other supplies going into the manufacture of clothing and it is reasonable to expect the retailer to make the best of circumstances beyond individual control.

The demand for Fall and Winter will not be as brisk as the Spring and early Summer business records show, but at that there will be little room for pessimism and lots of room for optimism.

IT HAS COME—THE SCARFETERIA

An Exclusive Shop for Neckwear and Collars Opened in Chicago on Self-Serve Principle.

From *Men's Wear*

HARRY JACOBS and Fred B. Becker announce the opening of their self-service shops in men's neckwear.

"A modern idea of merchandise conveniently displayed and plainly marked which permits you in quietness and at ease to make your selection, free from persisting salespeople.

"Quality and exclusiveness combined with special Scarfeteria prices urge your inspection. Regular visits will prove instructive and interesting."

Unheralded by any blare of trumpetry or newspaper advertising, the Scarfeteria, "Chicago's Exclusive Neckwear Shops," modestly announced their opening in folders bearing this message. Two of these shops were opened recently in Chicago's downtown district, one at 154½ West Jackson boulevard and the other at 103 West Monroe street.

Chicago's purchasers of masculine neckwear, passing down these busy thoroughfares, are attracted by the name, "Scarfeteria." It undoubtedly appeals to many from a gastronomic standpoint first, for the simple reason that cafeterias abound, but hunger for food vanishes, and the curiosity appetite is whetted when it is quickly noted that here one may serve himself neckwear instead of bodily sustenance.

Anyone spending a few moments in the shop and seeing the ease and rapidity with which sales are made cannot but help believing that here is a merchandising plan which is certain to appeal to many men. The novelty is attracting many people, for an exclusive neckwear shop is something new in Chicago, and the self-service feature in such stores doubly new.

The Scarfeteria shops are shining examples of how a small space may be effectively adopted to the sale of men's furnishings. The Monroe street store measures about 13x16 feet and the other about 10x14 feet. Small display windows, about seven feet wide and two feet deep, front the streets, and every portion of the interiors is made to match in color.

In the color scheme are included a light gray ceiling, French gray walls, cabinets and tables of gray green finish on quarter-sawed oak, gray marble bases, and gray linoleum covered floors. On the cabinets built against the walls of the room are laid out various grades and patterns, while the drawers of the cabinets, which are slightly drawn out, reveal a still greater number of scarfs.

Wood stripes are fastened on the walls above the cabinets, and more neckwear displayed on black mission hardware fixtures secured to the strips. In the centre of the room is a rectangular cabinet, the drawers of which also display scarfs. In this way the shops are able to offer a wide range of neckwear despite their small space.

Each group of neckwear is plainly marked, and the customer after selecting what he wants hands it to the girl, who puts it in a bag and collects the money. Men who have come into the store express the conviction that the idea ought to work fine. Most of them know from the name of the store that they are to help themselves, but a great number require a little service for the present at least, because they have been accustomed to it heretofore.

The display of cabinets around the room hold a mirror and a special electric lamp which shows the scarfs in their true colors, and makes it unnecessary to go to the window.

The prices are from 50 cents up, and the province of neckwear is not overstepped in the showing of soft and starched collars, for which the shops have an appreciable demand.

The sponsors of the Scarfeteria shops know full well that improvements will have to be made in the arrangements of the merchandise and in the handling of the customers before the self-service idea in neckwear approaches perfection.

At the same time, they have full confidence in their proposition, as evidenced by their opening two shops at the same time. They are appealing to a public that quickly responds to anything with intrinsic merit.

Current Events in Photograph

GREAT ADVENTURERS

The accompanying photo shows the machine in which Harry Hawker and Mackenzie Grieve made their unsuccessful attempt to cross the Atlantic. After accomplishing rather more than half the journey they were forced to alight on the ocean and were picked up by a Danish vessel. Despite the fact that the attempt was not a complete success, their achievement places them among the pioneers of aerial trans-Atlantic navigation. The figure facing to the front is that of Harry Hawker.

CLOTHING DESIGNERS TO MEET IN MONTREAL

Local Associations Will Entertain the International Association.

FOR the first time in its history the International Association of Clothing Designers will meet in Canada next month.

While women are keenly interested over the important rulings of straight and tight skirts, mere man bestows his attention on the fit of the waist of his coat, whether his ulster shall be belted or not, and if and at what point the hem of his trousers will turn back. Hitherto the semi-annual decisions as to whether the lapels are to be wide or narrow, and the shirt to have a decided flare or otherwise, have been decided at conferences of designers held at New York, Cincinnati, Baltimore, Atlantic City and Chicago. But the clothing industry in Canada has been making immense strides in recent years, and now occupies such an important place in the trade of this continent that the great group of clothing designers scattered throughout the United States and Canada has found it feasible to choose the City of Montreal for their important gathering.

On June 26, 27 and 28 Canadian members of the association will act as hosts to some 250 designers from the United States and Canada, and with the designers will come a number of their wives, sisters and sweethearts, so that the total representation will be 400.

The convention will be held in the Windsor Hotel.

The entertainment committee is busy planning social functions, which will be interspersed with the more serious business of solving the problems of design. A banquet, followed by a dance, will be one of the more formal functions. Trips by motor to summer resorts about Montreal, and boat trips, including the shooting of the famous Lachine Rapids, are also being planned.

The Clothing Manufacturers' Association and prominent retailers are naturally interested in this gathering of the specialists, who are such a necessary part of their great selling organizations, and the Montreal branch will assist in the entertainment of the designers.

The committees who are arranging the convention are composed as follows:

Style committee—Emile E. Volpe, chairman; Henry Horowitz, R. Mandato, L. D. Levine, E. Atkinson, Chester Mack, E. Fennell.

Program committee: J. C. Atkinson, chairman; C. W. Maguire, E. Regal.

Banquet committee — R. Mandato, chairman; H. Jaques, E. Volpe, Geo. Armstrong, J. C. Atkinson.

Entertainment committee—L. Samuelson, chairman; J. D. Asner, E. Levy, J. F. Mehling, E. Regal, E. Funnell.

Publicity committee—L. D. Levine, chairman; E. Regal, J. F. Mehling, P. Dunnet.

Reception committee—M. L. Rosenberg, chairman; C. W. Maguire, W. Wilkins, A. Christie.

Invitation committee — Harry Vosberg, chairman; C. W. Maguire, W. Regal.

Designers are expected from every part of the United States and Canada.

President Ed. Mack of the Canadian Retailers' Association has been invited to be present, and the speakers will include notable men, who will speak on a number of interesting subjects.

A representation of trimming men, canvas front manufacturers and other allied industries have been invited. New labor-saving devices in connection with the clothing industry will be exhibited and demonstrated.

The designers are at present busily engaged preparing models that are to govern the fashions in men's clothes for the next six months. Garments by the best designers on the continent will be on view, showing styles for juveniles, boys' "first longs," young men's, and regular men's clothing. The far-reaching effect on the trade that the decisions of such a convention will make, may be measured by the fact that upwards of $700,000,000.00 is represented in the men's clothing industry in the United States and Canada; about $60,000,000.00 of this sum represents the capital of Montreal clothing industries alone.

LYON COHEN

President of the clothing manufacturers' Association and one of the chief speakers at the coming convention of Designers.

OFFICIAL CONVENTION PROGRAM

Wednesday, June 25, 8 p.m.

Meeting of the board of governors.

Thursday, June 26, 10.30 a.m.

Business session. Report of the board of governors, election of new members, reports of officers, appointment of style committee.

Thursday P.M.

Lecture and demonstrations.

Friday, June 27, 10 a.m.

General business session, unfinished business, report of style committee, discussion and adoption of style committee's report.

Friday Afternoon and Evening

Montreal membership will entertain visiting designers.

Saturday, June 28, 10 a.m.

Business session. Selecting time and place for next convention.

Saturday P.M.

Style exhibit.

Saturday Evening

Nineteenth semi-annual banquet, which will be held in the Rose Room, Windsor Hotel.

All garments will be displayed on living models.

E. E. VOLPE

Associated with the B. Gardner Co., Limited, and Chairman of the Style Show in Connection with the Designers' Convention.

MARKET REPORTS

Shirts

RETAILERS express the opinion that they could sell more shirts with bright, neat patterns. One merchant, in speaking to MEN'S WEAR REVIEW representative, said that it was very difficult to obtain those bright, neat goods in sufficient quantities to supply his trade. He claimed that the better dressers wanted to buy bright goods if they could get them in the neat patterns, but that they refused to buy the wide stripes in varied colors as shown in most men's stores to-day.

The new fibre and cotton mixture has already caught the public fancy, and is selling well and should be a good trade winner on account of its wearing qualities. It is predicted that silk shirts are going to be very popular again this season with prices ranging from $4.50 to $8.00 each.

For all there is a tendency for the shirt with colored starched collar to match, a few lines have already been placed on the market and manufacturers report demand greater than present supply of this novelty line. One manufacturer stated that shirts of light blue with dark blue stripes and collar to match have been very popular; they were forced to take samples away from travellers owing to inability to secure material to complete orders already placed.

It is hard to judge what class of buyers have been attracted by this novelty, but the retailers handling these lines state that they could have sold many more than they were able to get. Patterns on regular lines will be about the same as last year, with perhaps green and brown a little more to the front than usual. Boys' trade in shirts reported to be above average, sizes selling being mostly 13 and 13½.

Straw Hats

PRICES for straw hats will remain about the same as last year, while some retail merchants who did not order their stock last year will have to pay from $2 to $4 a dozen more to-day than last July prices. This will not affect the retail prices to any great extent. The popular price will be $2.50 for Sennets and they will be just as strong as ever. In Panamas the Fedora shape will have the call both for young and older men, and it looks like a big year for this comfortable head-piece. The manufacturers and importers report trade excellent and orders quite up to last year and expect to receive many repeat orders on account of the thousands of returned men who will be buying their first straw in several years.

Cotton and Cotton Goods

THE market is very uncertain, but the general tendency is downward notwithstanding that strikes and rumors of strikes and a general demand for shorter hours and higher wages are everyday occurrences amongst the clothing and allied industries.

The retail trade is in a very healthy condition and this condition is not confined to cities or any particular province, but is the case all over the Dominion. While the season has been backward and warm weather has not yet put in an appearance the trade is very optimistic and expect a big Summer business. Their expectations are based upon their experience with the returned men in other lines of merchandise. The continued cool weather has enabled the retailer to dispose of many heavy garments that he otherwise would have had to carry over to next season had the warm weather arrived on schedule time.

Overalls and work shirts are remaining firm and are expected to for the balance of the Summer season, at least, on account of large orders placed by the Roumanian Government with the Canadian Association of Garment manufacturers. In all, the amount of contract placed amounts to $1,600,000, about 75 per cent. of this amount being for shirts, and the remaining 25 per cent. being divided about evenly for overalls and cottonade pants.

The manufacturers are asking for the co-operation of the buyers to place only those orders for immediate or later deliveries that their trade necessitates, so that the orders for Allied countries' needs and those for home consumption may be taken care of. Labor is scarce and it will take all the combined ability and resources of the associated manufacturers to fulfil the contract within the specified time of three months from date order is placed. Generally speaking, conditions point to a Summer trade of greater activity than has been experienced at any time during the war and for many years prior to the beginning of hostilities.

A new light-weight fibre silk hat for Summer wear being shown by Palter Bros., Toronto.

HOW F. W. WOOLWORTH BUILT HIS WONDERFUL DISTRIBUTING MACHINE

He Built Men and They Built the Business.

By G. M. NICHOLS, in *Printer's Ink*

A VERY truly great merchant contributes something to the business of the country as a whole who builds up others as well as himself. He works against precedent and takes chances so as to execute some bold forward idea that others did not think of or were not courageous enough to attempt. When his idea has arrived, others take it up and add to it, helping the pioneer while the pioneer helps them.

The contribution of F. W. Woolworth, who died last week at his home in Glen Cove, Long Island, was the establishment and consolidation for all time of the low-price principle in retailing. Out of this has grown a multitude of things promoting the prosperity of everybody engaged in the production, distribution and selling of merchandise.

Mr. Woolworth's career, which in forty years brought him up from an underpaid clerk to the world's greatest retailer, is such a study in contrasts as rightfully to be regarded as a business romance. When it is considered that his success is measured entirely by nickels and dimes, it is not remarkable that some people look upon it as a modern-day miracle. But there are few thrills in his story. There is little of the spectacular. There is on the other hand plenty of the hradest kind of constructive work, patient planning and courage that would not be denied. And behind all this lay Mr. Woolworth's ability correctly to interpret the psychology of buying from the standpoint of the consumer.

Some way or other—just how he never was able to explain—he decided people would buy goods more readily if the goods could be displayed so they could be easily seen and handled. He thought the lesson of value could be driven home more strongly through placing at the disposal of buyers an assortment of merchandise at a uniform price. He reasoned if price was to be the selling point, then the price should be so plainly indicated by price tickets that the goods themselves would fairly shout out at the buyer what they could be purchased for.

Profited by Failure of First Store

This was as far as Mr. Woolworth could see his idea, when in August, 1878, he induced his employer, W. H. Moore, a drygoods merchant in Watertown, N.Y., to let him try it out.

Mr. Moore, like most other retailers even of this day, had a lot of odds and ends in his stock that seemingly would not move at any price. Mr. Woolworth grouped an assortment of them on a table one Saturday and put on a price card, offering customers their choice at five cents each. It was something new, but the people responded and about one-third of the stock of leftovers was sold that day. From this it was a logical step to establish a department of five-cent goods in Moore's store—to display them openly and to have plenty of price tickets. Many items already in stock were placed in the new department and others were purchased especially for it.

A store selling nothing but five-cent goods was the next development. This Mr. Woolworth started in Utica, N.Y., in 1879. He had $300 worth of five-cent goods with which he had induced Mr. Moore to trust him. The venture fell flat. Something evidently was wrong. After the sales had dwindled down to $2.50 a day, Mr. Woolworth decided that his trouble lay in the fact that he did not have a wide enough variety of goods to give him sufficient volume of sales. People would buy if the goods could be had. From this grew the revolution in manufacturing methods which to-day places at people's disposal a multitude of lower priced items.

The Utica store was closed and Mr. Woolworth induced Mr. Moore to back him again a few months later in Lancaster, Pa. Only five-cent goods were sold at first, but the range was wide enough to bring in sufficient volume. This store was a success, the sales for the first year amounting to $6,750. From it grew the present F. W. Woolworth Co., which sold last year in its ten hundred and thirty-eight stores, $107,175,000 worth of merchandise, all in nickels and dimes with the exception of some districts west of the Rockies and in Canada, where the 15-cent limit prevails.

After adding ten-cent goods to his Lancaster stock and calling to his assistance his brother, C. S. Woolworth, and his cousin, S. H. Knox, Mr. Woolworth established several other stores. It was here that came the parting of the ways. Should he go along and be just an ordinary success with a well-paying chain of five- and ten-cent stores, or should he reach out and develop his idea in accordance with all its mighty possibilities as he saw them?

The other day in speaking of Mr. Woolworth's career some of the newspapers referred to him as a dreamer. It would be more correct to say that he was a man of vision and of vigorous action. He saw that his idea was sound. It had justified itself. But to develop it to the extent of its powers two things were necessary.

He needed men.

He needed merchandise — boundless quantities of it. The merchandise had to be low priced and yet of quality and of wonderful value. He could not afford to sell trash. Trash, he decided, was expensive at any price.

Upon the way Mr. Woolworth handled these two essential needs rests the present greatness of the F. W. Woolworth Co., and its still greater promise for the future.

As a trainer and finder of men, his achievements were more than remarkable. In addition to his brother and cousin he called in and trained such men as F. M. Kirby, Earl P. Charlton, Carson C. Peck and later men of the type of J. F. Nutting, H. T. Parson, C. F. Valentine and C. T. Newberry.

C. S. Woolworth, Mr. Knox, Mr. Kirby and Mr. Charlton went into the five- and ten-cent business with Mr. Woolworth in its infancy. They developed in it to a point where each felt justified in starting a chain of his own. In each of these chains the old Woolworth idea was worked upon and developed until it reached a point of near perfection. Each of the original five went ahead establishing new stores and training new men, all working absolutely independent of each other so far as management was concerned and yet in the closest harmony in method, policy and ideals.

This went along until 1912, when the five men were running 596 stores. Here it seemed best that another radical change should be brought about so as to force to its supreme consummation the idea—or, perhaps, the newspapers will call it a dream—cherished by Mr. Woolworth soon after his Lancaster store venture proved a success. The five merged their resources, their knowledge, their experience and their organizations into the present F. W. Woolworth Co. Into the new organization was taken the cream of the trained men that had worked each of the competent companies so far up the scale of achievement.

The reason behind the organization was the need of centralized direction and of last word efficiency in operation on a large scale. The producing cost of merchandise was steadily advancing. It became necessary to offset this by more economical operation. The wisdom of the union is shown by the fact that since 1912 the number of stores owned by the company has nearly doubled and the yearly sales more than doubled. The joining together of the master minds of the five and ten cent business has at least brought about a perfected machine that can go right ahead with steadily increasing momentum, even though death has taken the master hand off the wheel.

A couple of years ago Mr. Woolworth pronounced his finely geared operating machine complete. He said he could leave it for a day, or forever, and it would go on and on.

To bring about a condition of this kind is, as every business man knows, the crowning triumph of a truly great executive.

"Go in and make yourself at home," Mr. Woolworth once told a Western manufacturer who called to see the Woolworth private office of which he had heard so much. "I can't stop to entertain you as I leave for Europe in half an hour."

He could go at any time on the shortest of notice and the machine would not even falter.

High Morale Within Organization

A remarkable thing about the Woolworth organization is that the surviving founders and such employees as stenographers and clerks are the only ones that receive salaries. After the consolidation F. W. Woolworth, as president, received $25,000 a year. C. S. Woolworth, S. H. Knox, Earl P. Charlton and F. M. Kirby, vice-presidents, each received $10,000 per year. This was all the compensation the founders got with the exception of dividends upon their stock which they received the same as any other stockholder. Everybody else gets his pay on a commission basis and settlement is made once a year. The commissions paid the officials in the executive offices in New York are computed on the basis of the earnings of the entire organization. The earnings of the men in each of the eleven district offices are based on what the stores in that district earn. The managers and assistant managers of stores get commissions on their store's business. No one man in the company ever owned a controlling interest. No single stockholder in fact controls even 25 per cent. of the capital. Every man from store manager up has begun at the bottom, and in every position there are one or two understudies. Each place is won by merit, and the rule is never to go outside of the organization for a man to manage a store or to take a higher position. All this brings about a condition of the highest industrial morale. Each man rightfully concludes that he is working for himself and that he is going to get the fruit of his efforts.

The merchandise production problem which Mr. Woolworth was called upon to solve—and which now has reached its triumphant consummation—involves the closest kind of constructive co-operation with manufacturers. In many an instance Woolworth buyers have shown manufacturers possibilities for their goods which they did not dream existed.

It has been said that Woolworth's low prices have been brought about by beating manufacturers' profits down to the vanishing point. The exact opposite is the case. Woolworth, in common self defence, wants the manufacturer to make a profit. Instead of trying to force him down, therefore, he shows him how he can increase his efficiency and save in his operating cost. This saving combined with the advantages of unlimited outlet afforded by the Woolworth stores enable the manufacturer to sell his goods profitably within the five and ten cent limit.

Mr. Woolworth related to a "Printer's Ink" representative just a few weeks ago how some of these seeming miracles in merchandising were brought about, and how a profit could be gained in selling remarkable items for ten cents without diminishing the quality.

A certain popular finger ring came on the market and was retailed at around fifty cents. A Woolworth buyer approached the manufacturer to get the ring as a ten-cent seller. The man pronounced the proposition as the last word in absurdity. His output was very satisfactory, he explained—more than four hundred and fifty dozen already that year. The Woolworth buyer offered to take 5,000 gross of the rings during the next year and made certain suggestions as to how they could be produced at a saving and of the same quality. The manufacturer quickly saw the idea and the result to-day is seen in the ten-cent gold-filled rings that can be bought at Woolworth stores.

When the war broke out Woolworth could no longer obtain from Germany a certain iron toy it had been selling at ten cents. An American manufacturer after the closest kind of figuring and taking into consideration the huge quantity ordered, declared he could not work his production cost down so as to make a profit on the toy as a ten-cent

(Continued on page 65)

HUMAN ELEMENT IN TOWN BUILDING

(Continued from page 50)

and you will invariably learn that back of them are bodies of educated men that are giving their time unselfishly and generously to building up their cities. Such men have in mind that boys and girls have value in a community as well as wheat and oats, lumber and other commodities. A town which is a better place to rear a family in, a town which is a better place to raise boys and girls in, to develop manhood and womanhood, to build character in, without which business would be as unstable as a rope of sand, is a better place to do business in. And these same men are willing to give some of their time, some of their energy and some of their money to get these results.

Most towns have an idea that a factory is the only thing that can build a town. They forget that towns develop from within out. They want trade and so they buy a factory to come to town to furnish employment for labor and more business. In nine cases out of ten, the factory that wants a location will come to your town if you have the physical requirements for it to run without buying it. And if you buy it, later on the chances are you will find it "a fly by night" and you must pay the fiddler.

A live business men's organization furnishes the facilities for looking into these matters carefully. Let us pass rapidly among our large cities and see what problems they have had to meet and how they met them:

Chicago got her boulevard and park system through the efforts of one of her citizens who appeared before the City Council persistently for ten years. It has been built up commercially largely through an active business men's organization.

Cleveland has become a great city of play grounds through organization. More homes are owned in this city for its population than any other in the United States. A great Union Depot was the result of seven years' effort.

Memphis, through its agricultural committee, is changing the State from cotton to diversified farming. They found that milk was being shipped from Wisconsin to Memphis because they did not have dairy cattle in the State to meet their requirements.

Little Rock—The agricultural committee found that two years ago in Arkansas they were receiving sixty million a year for cotton but were spending seventy-two millions a year for feed that she should have been raising. Since then, 2,900 meetings were held in one year to bring about a change.

In Waukesha, a city of 10,000 people, the business men and bankers loaned farmers money six years ago to buy pedigreed dairy stock and erected a stock pavilion. In 1918 the farmers of this district sold 180 carloads of pure bred and grade dairy cattle amounting to $320,000.

In Ashland the business men and bankers financed farmers after the district had gone to pieces because the lumber was gone. The result was that cheese factories and creameries sprang up all over that district.

At Fondulac, a body of bustling business men invited 1,242 farmers attending a country institution to sit down to dinner with them.

In Wisconsin, seventeen towns from 500 to 2,000 put in rest rooms last year.

"Yes," you are saying, "that is alright, they can do it in towns where they have plenty of money and a paid secretary, but how about small places where little or no money can be raised? How about little towns without any vision?" Mr. Melville then told his audience about a little town of thirty-five people—they did things regardless of population.

Lakefield, Minnesota, accomplished all that it has done through the co-operation of the business men and the farmers. It has a real, live commercial club. It is co-operation and energy that does these things. Never run down your own town, especially to strangers. Boost it, make it the best town in your county—your county the best in your province—your province the best in the country. All we need is more vision, pep and initiative.

VISION

Then vision forth what here you most desire.
Dream of industries and busy marts of trade.
Dream of traffic, dream of wealth, dream of parks and playgrounds—of happiness, content.
Dream of contented labor at its task;
Dream of smiling women and better men;
Dream of homes where laughing children play;
Dream of a city beautiful and fair.
Think and plan as others have for their accomplishments,
Then work, work for contented labor at its task;
Work for smiling women and better men;
Work for homes where laughing children play;
Work for a city beautiful and great, and
Make your city a place where dreams come true.

NOTES OF THE TRADE

A new men's wear store has been opened by James Cushing at 475 Richmond St., London, Canada.

Walter Blue & Co., Limited, Sherbrooke, have opened a salesroom in the new Birks Building, Phillips Square, Montreal. Mr. J. D. Dufort is in charge.

Isaac Miller, proprietor of the Great West Supply Company, Fort Frances, is on an Eastern buying trip. Mr. Miller will be in Toronto, Montreal and other Eastern cities.

J. E. St. Pierre, Winnipeg manager of Walter Blue Co., Ltd., has been in the East for the past week procuring stock for his branch. Mr. St. Pierre is very optimistic over conditions in the West for the coming year.

Levin & Son, Montreal, have moved from their old quarters on Notre Dame St. W. to the Vineberg Bldg., 1202 St. Lawrence Blvd. This firm has also gone into the manufacturing of popular priced boys' clothes.

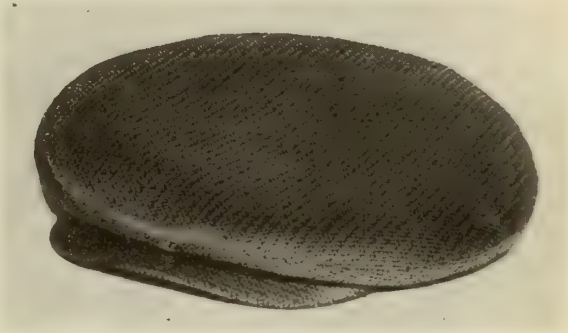
The Dale Wax Figure Co. have removed from King St. East to 86 York St. (opposite the Prince George Hotel). They will occupy the entire building of four flats and basement and extensive alterations are being made that will enable them to manufacture everything in connection with their business.

J. J. Greene and Roy Tobey have been elected to the directorate of Hamilton Health Association. Mr. Greene is a member of the Sanford Mfg. Co., Hamilton. Mr. Tobey is the original humorist, whose advertisements have attracted a great deal of attention throughout the country.

The businesses formerly carried on by H. C. MacDonald as gents' furnishings, and by Mrs. H. C. MacDonald as a millinery establishment, have been incorporated into a company with a capitalization of $20,000, and will be known as the H. C. MacDonald Stores, Ltd. In addition to Mr. and Mrs. MacDonald, Charles Francis Harford is a shareholder.

Dr. Leonard Williams, lecturing on "Common Sense" at the Peace Nursing and Midwifery Conference and Exhibition in London, said that people with tight collars did not drain their brains properly, and often suffered from bad tempers. He had noticed that since women had given up high collars and were wearing garments which give complete freedom to the neck they had become sweeter tempered. The doctor might tell us the effect of the peek-a-boo waist.

New light-weight fibre silk caps being shown by Boston Cap Co., Montreal.



MONOCLE RETURNS

Tailor-made Clothes and Spats Replace Wartime Khaki

LONDON.—London's streets are taking on their old-time appearance. No longer are the women in a majority, and the streets in comparison with a few months ago appear to have received an enormous company of men.

A month ago a well-dressed young man in civilian clothes without an arm in a sling was a sight that people noticed. Now Picadilly and Bond Street are full of young men in smart, waisty, beautifully creased clothes, telling ties and spats. And khaki is hardly to be seen.

The single eyeglass has once again become common after four years' absence, and many of the "demobbed" are again sporting flowers, a sign of the joy of life which had gone completely out of fashion long before the war.

Khaki is disappearing from the shops and the display of trench waders and naval boots is confined to the sale displays. In one of the Strand boot stores which made a great show of trench boots, there is to-day a show of very heavy boots with tremendous nails in the soles, upturned for inspection, bearing the ticket, "For Alpine climbing."

TORONTO MEN SENTENCED

Harry Gold and Morris Winston, returned soldiers, are guilty of a charge of stealing five ties from Wm. McLelland. They came over from Toronto on a joy ride, and being broke decided to take this method of replenishing their depleted purses. While Gold pleaded not guilty, the judge was not satisfied with his contention, as he did not explain why he got McLelland to go to the back of the store to show him a cap when he had no intention of buying one. Winston, otherwise known as Weemstein, has a long record, and was sentenced to one year in the reformatory. Gold was given six months in the same institution.

PAPER CLOTHING

Curious exhibit of German paper coat at Ed. Mack, clothier, 167 Yonge St., Toronto, is attracting much attention. Crowds of people stop and look at this paper suit from Wahn, Germany.

READING AS AN ASSET

A banker, recently investigating a retailer, asked him the question, "What magazines, books and trade papers do you read regularly?"

The reason why so many retailers are not making the success they should or might attain is due to the fact that they do not keep in close touch with the progress that is being made in their line of business and business in general.

They are struggling along, day after day, without getting broadening information as to better methods of getting outside viewpoints on their problems.

"They do not read enough," says the house organ, "The Coach." "Good trade papers come to them. Excellent house organs are sent to their store without charge, but they are always 'too busy' to read. And yet, if you were to follow ninety-nine out of one hundred of these 'too busy' fellows you would find them wasting hours over things that do not concern their business, or on trivial matters which ought to be disposed of in a few minutes."

"No man is too busy to study the methods by which others have made progress. The most successful men in the world are the ambitious fellows who are doing this very thing."

An attractive window display of shirts and underwear that brought good business. This window was arranged by Earl Duckworth for W. G. Hay, Toronto

SHOW CARDS OF THE SMALLER TORONTO STORES

Many Show Preference for the Small, Neatly-Lettered Card of Quiet Coloring—Others Feature Color Schemes Artistically Worked Out With Pleasing Effects.

Written for Men's Wear Review by ROBERT T. D. EDWARDS

FOR the post six months or so we have been sounding the praises of the large department stores throughout America in regard to the show cards and show carding systems they use, and have showed many ways in which we could use their ideas in our smaller stores.

There is no doubt that many of the hints thrown out were put into practice and that benefit has been derived from them. However, to continue the style of article we wish to give a few ideas which the smaller Toronto stores use on their show cards.

It is surprising, after making a study of the better small stores, to find the good class of show cards they use. They all have their own ideas of what constitutes a good show card; some like the small, neatly lettered cards of quiet colorings, with the lettering in the centre of the card or at the upper left hand side; others want cards with the lettering much heavier, but showing an absence of gaudy colorings; still others use small, neatly lettered cards, but have color schemes artistically worked out on them, which makes a very pleasing effect.

Can Easily See Them

You have only to walk along Yonge Street and gaze at the neatly trimmed windows to see these show cards.

White cards with black letters are quite prominent. Light colored mat boards, such as grey, cream, etc., are all favored to a great extent.

Dark surfaces are also used with light colored letterings, white on black, cream on dark brown or dark green, cream or white on grey.

Of course, various color combinations are used with attractive effects. The outlining of letters is very much favored now instead of the old-fashioned shading of letters. This along with high lighting has come to the fore greatly within the last year, and a more detailed description of it will be gone into in future lessons.

Air Brush Work

Air brush work still appears, but not nearly so prominently as a few years ago. Both for sale and better class show cards, the red sable writer is found to be far superior to the air brush when used in a skilled hand. This has been proven beyond a doubt.

Air brush work, if not used very sparingly and in an artistic manner, will do more to cheapen a display than any other thing. The trouble with most writers in using an air brush is that they don't know when they have sufficient decorations on the card. They do not seem to know when to stop.

1. These shirts are worth more than we are asking for them.
2. Our clothes have the correct style or else they would not be here.
3. Don't overlook our neckwear display, but look it over.
4. For real comfort this Summer wear our soft collars.
5. Lightweight underwear that defy the warm weather.
6. Buy your straw hat now and get the season's newest style.
7. Invisible suspenders that give you that smart, neat appearance.
8. Lightweight waterproof top coats for that Summer jaunt.
9. Silk hose with double toes means double wear. We sell them.
10. Our prices are just as low as you would expect good goods to be.
11. March winds, April showers make you feel like new togs.
12. Real service is tied up in every parcel that leaves our store.

Much of the small lettering which is formed on dark cards seen in Toronto store windows is made with the music pen, although the small sable brush is used by some. The operation of this pen has been previously explained. It makes a splendid Roman letter and is especially adapted for lettering with heavy opaque show card color.

Roman Formation

The lettering is of a pen stroke Roman formation, similar to forms previously used.

The card illustrated on the right shows how to make an exceedingly neat card very quickly. Here you will note that no color other than black is used. The border design is cut from magazine advertisements and cut down to suit the size of the show card.

You may not be able to get this exact design, but there are many others that will suit the purpose just as well.

Care should be taken in cutting out and pasting these borders on. Mark the position in which they are to be placed before doing the pasting. Wipe all paste and finger marks off after pasting with a clean moistened cloth.

HOW GERMANS "RIGGED" THE BRITISH CLOTH MARKET

Tale of Teutonic Trickery in Textiles

(By London Correspondent)

For twenty years or more before the war German manufacturers of serge and cheap grade cloths enjoyed playing an amusing little game of blind man's buff with our Yorkshire manufacturers. It must have been a very profitable pastime for everybody concerned except the blind man, who, unfortunately for him, was always the hard-headed Yorkshireman. According to the looker-on, who always sees most of the fun, the game was played somewhat as follows—When the market weakened and there was a slump in yarns, the wily Hun, with his pockets bursting with marks, lent him by his beneficent Government, deftly jumped in, and bought up practically everything in sight. This had the immediate effect of sending prices soaring up, or in other words, the weak market had been converted to a firm one. The Huns then set themselves busily to work to convert their purchases into cheap-selling lines. It was now the British manufacturer's turn. He woke up with a nasty shock to find that if he wanted to buy stuff he would have to spend his money on a rising market, and pay much higher prices than his German competitors had done. This gave the Hun the opportunity that he had schemed for and with a free market before him he waltzed back with his cheap stuff made up from British yarns and was able to supply buyers at prices far below home figures. The Germans, having unloaded stocks, would then lie quiet until another slump occurred, when they would repeat the process.

No doubt the profit realized on these deals was more than sufficient to pay the interest on the trade subsidy provided by the German Government.

It is not thought, however, that these manipulations will be possible in the future.

* * *

Mr. W. A. Clark, of Exeter, has taken a position as clerk in Mr. S. G. Morse's store, Leamington, Ont. Mr. Clark is a returned war veteran. He enlisted in the 155th Bay of Quinte Battalion and spent two years and two months overseas, nine months of which was in France.

MORE MEN'S WEAR STORES HANDLING BOYS' OUTFITS

Standardization, Advertising, Snappy Styles, Higher Prices Make Stocking Boys' Clothing More Profitable Than Formerly.

NEVER in the history of the clothing industry has there been so much attention given to boys' clothing; the men's wear dealer in turn is watching the trend of trade, and every now and again you are advised by some merchants advertising that "We are now stocking a complete and exclusive line of boys' clothing." All over Canada stores are being opened—boys' stores for the complete outfitting of boys and youths. Like Postum, "There's a reason," and one has not very far to dig before hitting on it.

Take a look through some of the national magazines; see the sturdy little chap with a baseball bat swung over his shoulders, or carelessly swinging a bag of school books; notice the way he is dressed. Pretty smooth for a youngster, sloping pockets, waist seam lines and everything just as sporty as the big fellows. Advertising has its effect on the little fellow, and it doesn't take him long to catch on. He wants a suit as nearly like that picture displayed as it is possible to get in his town, and as is generally conceded, the youngsters nowadays have more to say for themselves than in the good old days when children were "seen but not heard"; they are going to demand style, and about all there is left for the parents to do is to see that value is received for the money paid.

The last six months has witnessed one of the largest clothing manufacturers in the world putting in a complete new factory for producing high-grade boys' clothing. Other firms, already establishing in this business, are spending or arranging to spend thousands of dollars in national advertising, and, strange to say, there is a splendid opportunity for the ability of the advertising man, there is so much to be told to the public that has never been touched upon before; features such as double knees, double seat, extra durable linings, reinforced seams, double stitching, interlocked seams; every added feature gives the ad. writer more room to expand on. Advertising is in one sense pre-digesting sales, in other words, the goods are half sold before the merchant connects up his sales organization with that particular line. Advertising special makes stimulates the rest of the business, and of course does make it easier to sell than non-advertised goods of equal quality and style.

Standardization

Standardization of styles, materials, and sizes, has had a great deal to do with the growth of the boys' clothing industry. Accurate costs have been arrived at, higher prices demanded; in turn the consumer is paying higher prices today, prices that a few years ago would have bought a good business suit for father. Boys' suits now average $15, and the sales are large enough to make the gross turnover figures for a year jump considerably higher than if only men's outfits are stocked.

Specialty Stores

About four months ago a Western subscriber wrote to the editor of MEN'S WEAR REVIEW asking for an opinion on the advisability of opening up a boys' store in a city of 10,000 or less. After numerous enquiries from dealers already conducting this class of store, and of manufacturers supplying them and meeting with the general opinion that the move would be a chance that everybody could not afford to take, we wrote our subscriber, giving him the consensus of opinion of other people, conveying the idea that the chances were against the enterprise. We were very much surprised and pleased to hear the other day that, in spite of the cold water thrown on his hopes, he had gone ahead and opened the store, and now he writes that business has been better than his most optimistic expectations. It would therefore seem that there is an opportunity for every progressive men's wear to increase sales turnover by adding boys' wear to their regular lines.

IMITATE ENGLISHMEN

Vienna Tribute to London's Well Dressed Men Raises a Storm.

AS the result of a circular sent out by a firm which caters to the men's wear trade in Vienna, a political affair of some magnitude developed. A crowd of workmen assembled in front of the store and smashed all the windows and hooted the proprietors. The offending circular read as follows:

"Five years of complete isolation from England have produced a demoralizing effect on the exterior appearance of gentlemen in Austria. The cylinder (silk) hat has entirely disappeared. Lounge suits are worn at all times of the day and for all sorts of functions. Morning coats are worn at the opera and at dinner. Lounge suits are worn in the enclosures of our racecourses.

"Our intention is that all these things are due to the loss of the example given by England. Now, the errors of the last few years must be remedied. Vienna must again become a city of well-dressed and well-groomed gentlemen. To do this we must again copy the London fashions and imitate English gentlemen

"An English Cutter"

"With this object in view, we have entered into relations with two eminent tailoring firms in London (Messrs. —— and Messrs. ——); we have engaged a first-class English cutter, formerly employed by the eminent London firm of ——; we have entered into an arrangement with Messrs. ——, of London, to supply us with models and designs of the latest London fashions."

The Modesalon fuer Englische Herrengarderobe has been violently attacked in the Press for this effusive tribute to London fashions. The Germanophile Press objects to the effort to stimulate English exports, and the Socialist Press strongly criticizes the frivolity of devoting so much attention to men's fashions at a time when thoughts ought to be concentrated on political problems.

◆

Alden S. McGowan, who lately returned from overseas, a member of the 164th Battalion, is again opening up a men's furnishings establishment in Grand Valley, Ont. He has taken the store in the Hopkins block lately occupied by W. G. Morrow, druggist.

MR. J. O. DUFORT

Newly appointed manager of Montreal sales office of Walter Blue & Co., Limited, Sherbrooke, Que.

Grain Growers and R.M.A. to Co-Operate

Closing at 6 P.M. Proposed—Oppose Premium Contests—Coast to Coast Excursion Supported—Wholesalers in Retail Business—Object to Cartage and Packing Charges—Oppose Liquor Traffic

RESOLUTIONS of considerable importance occupied the attention of the merchants in convention at the Thursday morning session. The necessity for clearing up misunderstandings between the R.M.A. and the Grain Growers, and for encouraging co-operation between these two bodies was emphasized in the discussion centering around the following resolution:

Whereas there still seems to be a misunderstanding between some farmers and some retail merchants in Saskatchewan; and

Whereas the executive of the Retail Merchants' Association have endeavored for a number of years to get together with the farmers' organizations, in order that these understandings may be cleared up if possible;

It is resolved that we, in convention here assembled to-day, go on record as being in favor of such a meeting being brought about if possible, and that the accredited representative of the Saskatchewan Grain Growers' Association be notified accordingly, and that a copy of this resolution be forwarded to the secretary of the said association.

This resolution was moved by G. W. Stockton, Carlyle, who stated that it was necessary for the modern merchant to give such a service to the community that it is unable to get along without him. "If one merchant in a town gives a raw deal it reflects on all the dealers, because the customer will send his order away to another city afterwards."

W. C. Paynter, Tantallon, speaking to the motion, stated that the co-operative movement is responsible for the progress being made by certain institutions. "I have watched the co-operative movement," added Mr. Paynter. "In the next town to mine a merchant buys in smaller quantities and cannot give a service equal to mine. But I must support that merchant because if he fails the co-operative movement will get him or the mail order house will come in on the territory."

"The Grain Growers' of Manitoba cooperate with the R.M.A. of that province, but not in Saskatchewan. We must not antagonize the Grain Growers, for they already think the retailers are obstructing their tactics. The retailer has the advantage over the big department store and the mail order houses of being on the ground, and the retailer should be an expert at handling his customers. If the farmers can formulate a scheme whereby they will be better served than by the retailers I will step down.

"We must co-operate with our customers and with the farmers' organizations. I believe the Grain Growers and the retailers should put up a fund to jointly purchase goods in cars from manufacturers. This would be a joint purchasing commission in each province, and prices would be set."

J. J. Polson agreed as to the desirability of reaching an understanding between the R.M.A. and the Grain Growers.

At this stage H. D. MacPherson stated that he had seen the president of the Grain Growers, in regard to a conference of the two organizations. The matter was left with the Grain Growers, and no further action has been taken.

It was the unanimous opinion of the delegates that where a farmer operates a store, if he gives a good service, he should have the privileges of a store, but where the store does not give service, whether it be owned by a farmer or a retailer, it should not have the privileges of a store. No objection could be taken to their going into the same market to buy their goods, but objection was taken to the granting of privileges to the man who tries to run a store "from a box car."

Fixed Closing Hour

The following resolution was introduced by Delegate Kindred:

"That this convention requests the incoming executive to use their endeavors to have legislation passed making it compulsory for all storekeepers in Saskatchewan to close every day, except Saturday and days preceding holidays, not later than 6 o'clock."

Speaking of this resolution one country member stated that while this might apply all right in towns and cities, he thought the country stores in the country and villages should remain open during seeding and harvesting time.

J. J. Polson opined that the association would not be getting very far in passing such a resolution as the provincial authorities would be inclined to leave the matter entirely in the hands of local authorities. To get such a measure through it would be necessary to have the full co-operation of the various organizations affected, such as farmers, labor and municipal.

An amendment was introduced that the convention place itself on record as favoring a 6 o'clock closing except on Saturday nights and nights preceding holidays.

Oppose Premium Contests

The following resolution was passed with little or no opposition, having been introduced by W. P. Ball, Assiniboia, and seconded by S. McMicken, Moose Jaw:

"That this convention is strongly of the opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and food merchandising and should be strictly avoided by all retail merchants.

Further that the Dominion executive should be urged to continue their efforts in favoring the passing of legislation making such contests a criminal offence."

Other resolutions passed include the following:

Bonds Produced by Produce Dealers, Collectors

Moved by S. McMicken, Moose Jaw, and seconded by W. C. Paynter, Tantallon;

"That this convention request the incoming executive to continue its efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

Re Proposed Excursion

Moved by H. E. Semple, Kerrobert, seconded by S. McMicken;

"That this convention express its hearty approval of the proposed R.M.A coast to coast excursion."

Encourage Thrift

Moved by S. McMicken, seconded by S. T. Brown, Simpson;

"The Retail Merchants hereby support the movement for the encouragement of thrift and recommend to the province the giving of such support to local thrift associations as lies within their power."

S. McMicken, speaking to this motion, stated that the wage earner who is encouraged to buy thrift stamps will have something to fall back on, and this would eliminate in many cases necessity of giving credit.

Affiliate With Social Service Council

Moved that: "This convention is in favor of affiliating with the Social Service Council of Saskatchewan."

This resolution was carried. It is proposed to have up to ten representatives on the Social Service Council, to meet annually and consider problems affecting retail merchants, etc.

Speaking to this motion, one delegate stated that in the past retailers have not taken much interest in the social welfare of towns, and that they have not realized the importance of this matter.

Oppose Liquor Traffic

The convention was placed on record as being opposed to the liquor traffic, and in sympathy with the Government's measures regarding prohibition, in a resolution introduced by G. W. Stockton, Carlyle.

Assist Commercial Education

A resolution introduced by W. C. Paynter, Tantallon, and seconded by H. E. Semple, Kerrobert, provided for the appointment of a committee representing the commercial interests, to work in co-operation with the University of Saskatchewan, in connection with a course in commercial education.

J. J. Polson proposed an amendment asking the executive to select for this year a committee to act on behalf of the R.M.A., and to ask other interests to select representatives to act in cooperation with this committee.

"Add education to what we have got without it, and we can swamp everything," said S. McMicken. The matter was left with the executive committee.

Cartage and Packing Charges

A motion was carried as follows:

"The executive committee is to be instructed to advise all wholesalers in Saskatchewan that the facts of the trade show that charges for packing and cartage are not a universal habit, and it would seem that some wholesalers in this province are wanting to get a higher charge for their goods than should be paid. This association has agreed to bring all possible pressure to bear against the following of this practice."

In moving this resolution, G. W. Stockton stated that he had written to wholesalers about this practice in his own case, and that they had replied in his favor, stating that they would "make an exception" in his case.

Wholesalers in Retail Trade

Moved by W. C. Paynter, seconded by H. A. Semple:

"As this association has been asked to express an opinion as to whether the wholesale merchant should engage in a retail business, be it resolved that the legitimacy of either a retail or wholesale business should not be judged from the standpoint of ownership of the business, but simply on the policy it follows and the service it renders."

Speaking to the motion, S. McMicken stated that if a man does a legitimate business "we do not care who the owner is."

Co-operate With Soldiers

Moved that: "This convention adopt all possible means to bring about closer co-operation between our organization and returned soldiers, and other organizations which have for their object the improvement of trade and commerce in Canada."—Carried.

◆

HON. W. E. KNOWLES ADMITS HE IS ONLY A LAWYER

An enthusiastic address of welcome was given by Hon. W. E. Knowles, Provincial Secretary of Saskatchewan, representing Premier W. M. Martin, at the annual banquet on Wednesday evening, in the Auditorium rink. J. W. Creswell, president of the Regina R.M.A., was chairman of the evening.

Hon. W. E. Knowles, author of the famous Knowles Bill, introduced at Ottawa some time ago, admitted that the attention which he had given to the retail trade had been only as a lawyer and not as a retailer, but that he did not find this out until after he had introduced the bill to the House of Commons. He frankly admitted that one Moose Jaw merchant wired him at Ottawa that he must either stop being a fool or come home. He began to think after that that people would have to pay what they liked for things.

"It is a big concern to the people of the country that they have good shopping facilities. We are constantly dependent upon the retailers. It is unfortunate that in Canada we do not take the pride in our businesses that the English merchant does, in which cases one finds the business passing from generation to generation, with a singular pride attached to the success achieved in each case," said Mr. Knowles in conclusion.

An address was given by Mr. Frank Stockdale on the subject, "Sales People of To-day and To-morrow."

◆

DISCREPANCY IN SALES OF GASOLINE

J. J. Polson made a report to the Saskatchewan convention concerning the action taken by the Dominion Association in regard to alleged discrepancy arising in the handling of gasoline by retail merchants. This discrepancy is indicated by the purchase of gasoline by weight and its sale by measure.

"When you get gasoline in your store in drums it comes by weight," said Mr. Polson. "In drawing it off you run short on a drum. Every complaint coming arose from dealers who shipped in under the weight system. No complaints came from dealers who bought by measure."

Mr. Polson added that the troubles along this line in Eastern Canada are now over, the matter having been taken up with the head of one of the large oil companies. To eliminate any such difficulty in Western Canada, delegates were urged to appraise the association of any similar shortage in gasoline.

◆

SHOULD CLERK GET GOODS AT COST

The following question was asked by a delegate at the Saskatchewan convention:

"I have a staff of seven clerks, and pay the highest salaries. I allow each employee all the goods he needs at laid down cost. Is this coming to the employee?"

In reply, N. L. Green, Regina, stated that the matter should be left with the individual merchant. "Some dealers wish to do all they possibly can for the men who work with them. We recently made a rule that the men get everything they wish at one-half the retail cost."

S. McMicken responded that it was up to the merchant to run his business in fairness to his clerks and they would then be fair with their merchant.

◆

CONVENTION DELEGATES

G. W. Anderson, Regina; N. C. Wells, Aylesbury; O. Aas, Cabri; J. H. Anderson, Melville; A. Aird, Regina; F. B. Angley, Radisson; H. A. Andrews, Pangman; S. Whittaker, Briercrest; W. P. Ball, Asisniboia; J. P. Beauchamp, Q'-Appelle; F. A. B. Aufield, Winnipeg; H. Bourassa, La Fleche, Sask.; W. Buchanan, Weyburn; J. Baird, Glenavon; S. T. Brown, Simpson; B. Beachman, Edenwold; C. A. Clifford, Creelman; W. R. Clark, J. O. Crossley, Estevan; A. M. Dugetto, Whitewood, Sask.; R. Davidson, Regina; H. A. Dantz, Rush Lake; J. S. Dart, H. W. Davidson, La Fleche; J. H. Elliott, Carnduff; S. G. England, Regina; J. H. M. Easery, Duval; T. A. Easson, Avonlea; H. Elliott, Admiral; J. F. Funk, Herbert; W. R. Finley, Kincaid; J. S. Goodman, Grills & Co., Gimley & Son, Cabri; J. Gregory, Meota; G. A. Ganchieff, Regina, J. Goldstein, Radisson; L. Goldstein, Hafford; N. L. Green, Regina; C. O. Glover, Windthorst; A. Gereim, Vibank; J. Gereim, Vibank; S. E. Fawcett, Saskatoon; J. L. S. Hutchinson; J. Hamblin, Q‘Appelle; Hill & Hall, Francis; Hughes & Butler, Regina; J. Morton, W. R. Kell, Saskatoon; L. P. Kincaid, R. J. Eley, Kelliher; A. E. Bolton, Kelliher; W. J. Keller, Shaunavon; W. G. Krecsy, Kipling; F. Knox, Wilke; J. Leboldus, Vibank; E. S. Cressimace, Lockwood; A. H. Laeppky, Rush Lake; J. L. Longpie, Q'Appelle; T. J. Lugheed, Glenside; A. Little, Regina: J. T. Lawson, Regina; J. W. Cresswell, Regina; S. McMicken, Moose Jaw; J. A. Loeppky, Herbert; N. McLean, Tynan; A. McKinnon, Dilke; F. D. Mitchell, Moose Jaw; W. A. Conley, Macoun; McDonald & Wray; W. H. Morgan, Delisle; E. Maskel, Kipling; A. Maze, Assiniboia; A. G. MacNaughton, Mazenod; P. H. McLeod, Rocanville; H. D. MacPherson, Regina; J. C. Nicholo, Radisson; A. M. Nairn, Earl Grey, Sask.; G. S. Preston, Carnduff; J. J. Polson, H. Perry, Estevan; W. C. Paynter, Tantallon; Ross & Dennison, Assiniboia; W. J. Robinson, Davidson; C. J. Rollifron, Outlook; J. F. Robinson, Regina; G. W. Stockton, Carlyle; F. E. Raymond, Saskatoon; W. Stanley, Heward; P. Schroeder, Odessa; J. James, Saskatoon; S. Douglas, H. E. Sample, Kerrobert; C. H. Shaw, Webb; J. Scott, Willow; S. Schwanz. Rocanville; L. P. Twiss, B. A. Thierman, Webb; W. M. Van Valkenburg, C. William, Moose Jaw; E. Wright, Kerrobert; M. Waldman, Melville: A. J. Wyman, LaFleche; Waldeck Trading Co., A. W. Wallace, Aylesbury: R. E. Witzke, J. P. Williams, Kincaid; F. Yeo, Fillmore, Sask.; W. L. McQuarrie, Saskatoon; H. T. Hunter, MacLean Publishing Company; H. L. Southall, MacLean Publishing Company.

◆

GET-TOGETHER BANQUET TO CELEBRATE OPENING NEW WAREHOUSE

A novel and interesting banquet was recently given by the Wilson Auto Specialties Co., of Hamilton, when they invited all of their local dealers to celebrate with them the opening of their new and commodious warehouse, 19 East Jackson Street, which is one of the largest exclusive wholesale auto accessory supply houses in Canada. This banquet was held in the large showroom of the new warehouse.

The new warehouse is located in the heart of Hamilton's business section, and, including the upper floors, contains over 16,000 square feet of floor space. In addition to the new warehouse this firm has recently opened a retail store at 284 King Street East, between Ferguson Avenue and Wellington Street.

NECKWEAR SILKS TO TAKE BIG JUMP

Latest Reports Show Big Advance in Price.

IN an interview with a wholesale neckwear manufacturer who has just recently returned from the buying centres of the United States, he stated that the situation was beginning to look serious; it was not altogether a question of price, but one of getting the silk at any price. Manufacturers who had placed their orders some short time ago and were now looking for deliveries were finding it very difficult to obtain silks in any quantities. There has been an advance of 20 per cent. quite recently, raw silk reaching the high-water mark of $10, and it is predicted that it will go to $12. It looks as though $7.50 will be the lowest price that will be quoted to the retail trade, and at that, quality will be very poor. The same situation prevails in regard to Jap silk, prices being asked that seemed ridiculous a few months ago. Retailers will be well advised to buy early for Fall and Christmas trade and to take deliveries just as soon as they can get them as all indications point to a scarcity of goods to sell at popular prices. Some firms are refusing to accept orders for future delivery, claiming that it is impossible to do so on account of the unsettled condition of the markets and of the feeling of unrest of employees that enter into the cost of manufacture.

Wash Neckwear

Everything points to a big season in tub ties, and there are several reasons for this, the chief being the high prices being asked for silk neckwear, the increased trade from the returned men and the expectation of a long warm season. As it will be impossible to buy a silk tie for 50 cents retailers will do well to make attractive window displays of wash goods to sell at this popular price. The bow tie should not be overlooked in wash goods as this is already very popular in New York, and should find a ready sale here. These goods should return a good profit and the manufacturers are showing very attractive patterns both in black, fancy and fancy striped designs that should stimulate the neckwear department in the off season for silks.

HOW WOOLWORTH BUILT HIS DISTRIBUTING MACHINE

(Continued from page 58)

seller. The Woolworth buyer went over his figures with him and pronounced them all correct with the exception of the charge for painting. The manufacturer insisted that his, too, was down to bedrock.

The buyer then went out into the workshop to investigate. He found long rows of girls seated at benches painting the toys with brushes.

"I see now why your cost is so high," he said. "You can't afford to use brushes. Throw the toys in vats. Dip them. Then you can leave off this little red stripe and this little yellow stripe."

The change was made and the production cost reduced to a point where the manufacturer could sell the toys at a profit, so Woolworth in turn could sell them for a profit at ten cents each.

For quite a while after the war-time merchandise situation began to grow acute Woolworth kept on selling the well-known D. M. C. crochet cotton at ten cents a ball. When the war shut it out entirely from this country it induced an American spinner to duplicate it under the name of Woolco. The spinner at first objected, saying it could not possibly be done. But the Woolworth man who had bought D. M. C. cotton abroad instructed him to a point that gave him confidence. A big factory has grown where they began spinning Woolco only four years ago. Many people are employed. The prosperity of that district is enhanced. And, most important of all, the women of America can continue buying the highest grade of crochet cotton for ten cents a ball.

Enabled to Hold to Low Prices During War

The solidity of the merchandising principles originated by Mr. Woolworth was strikingly demonstrated during the war, when the Woolworth stores were the only ones in the country adhering strictly to the ten-cent limit. Others, including both chains and independents, increased their price limit because production costs had so seriously decreased the number of items they could afford to sell at ten cents. There was much speculation at the time as to what Woolworth would do. Every now and then some presumably authoritative statement would be made to the effect that Woolworth was preparing to go up to a fifteen-cent limit all over the country, the same as in the West and in Canada. Mr. Woolworth would say nothing for publication, but he strenuously declared privately and to his associates that the company would continue selling goods for five and ten cents—that it wold keep faith with its customers.

This war-time merchandising situation was the last crisis of Mr. Woolworth's career. He handled it with the same promptness and absolute lack of fear that characterized his earlier decisions.

F. W. Woolworth was ambitious. From his earliest boyhood he wanted to run a store. He even played store while other boys were playing baseball. He wanted wealth and power. He got them in a measure more abundant than most men even aspire to. Perhaps it was a desire for display that induced him to erect the highest building in the world—that "cathedral of commerce" that rears its majestic spire far above New York's already wonderful skyline.

But great as were F. W. Woolworth's accomplishments for himself they are at least duplicated by what he brought about for others. No man can succeed in the highest sense and live unto himself alone. Mr. Woolworth believed in this truth and practised it to the limit. The wonders he accomplished in retailing brought additional prosperity to every retailer in America within the sphere of influence of his stores. He made selling easier for everybody who had things to sell. His advertising methods increased the demand for variety-store merchandise. This is why an up-to-date variety retailer who sells variety goods without regard to price limit always prefers to have his store as near as possible to a Woolworth five-and-ten-cent store. Manufacturers all over America owe their larger development to the great advance variety retailing made under the leadership of men like Woolworth. Volumes could be written of how the great outlet brought about by the five-and-ten-cent store changed methods of manufacture so as to put worthy goods at the disposal of people at prices that before had been regarded as impossible.

It was in this fact and not in his other material achievements that F. W. Woolworth's greatest pride lay.

"We have accomplished some surprising things," he said not long ago, "in bringing merchandise within the ten-cent range. This influence has permeated the entire field of manufacturing and retailing and has been a powerful aid in keeping down all prices. To have had a prominent part in performing this service which has increased the purchasing power of the people's money is a distinction and an honor that cannot be measured in mere monetary terms."

Mr. Woolworth was overly modest in his presentation. The type of store of which he was so notable an exponent was and is the country's leading factor in reducing the cost of living. These stores are what they are to-day because they waged such a successful fight to keep down, rather than increase, prices.

The Publisher's Page

TORONTO JUNE, 1919

MEN'S WEAR REVIEW is one of the fifteen MacLean papers.
The MacLean papers, being editorially efficient, command the confidence of their readers, thus making them most effective as a factor in well-planned advertising campaigns.

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Men's Wear Review
Canadian Grocer
Bookseller and Stationer
Dry Goods Review
Sanitary Engineer

TECHNICAL PAPERS

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The MacLean Publishing Company, Limited
143-153 University Avenue - - TORONTO

Largest Publishing House in Canada

Three Big Departments at Your Service Always

CLOTHING
(Men's and Boys')

SHIRTS
(Working and Negligee)

CAPS
(All Descriptions)

Peck's

Our splendid buying connection, unequalled manufacturing facilities, and large and well assorted stocks of latest merchandise make ours a service worth while to any enterprising merchant.

We extend a hearty welcome to all Members of the National Designers' Convention also all Customers and Friends to visit our offices and factories when in Montreal.

John W. Peck & Co., Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Milne's Neckwear News for June

MILNE'S SUMMER NECKWEAR

Now Ready

The Milne men are now showing a particularly nifty selection of Wash Ties and regular Summer lines.

The materials and colorings represented here and the "Value for Money"—price on every one—stamp these Milne Neckwear offerings as real business-getters.

Order direct, or through your jobber.

WILLIAM MILNE

The Newest in Neckwear

50 York Street Toronto

Always inspect the MILNE offerings

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

The Joy of Living

Hope—Energy—Action — the Sprightliness of Youth—you get them in good measure in New Era Quality Clothes for Canadian Youngsters.

Our showing of these correctly-made Juvenile Models —Materials, Cut and Finish, embraces everything that better Boys' Clothes should be.

Stylish Designs, High Class Workmanship, Dependable, yet Popular Priced. Every model passed by our Board of Designers, cut and tailored by men conversant with fashion demands.

'Tis the Quality behind the name that counts.

The Freedman Company

41 Mayor St. Montreal

A Natty Model
In Our New Showing

A personal study of the British Markets emphasize two facts

1. You can again get good qualities in MEN'S WEAR—Shirts—Neckwear—Fancy Hosiery—Coat Sweaters—Travelling Rugs—Ulsters and Mobile Coats—Fur and Velvin Hats—Sporting Caps in Homespun Harris Tweeds.
2. That there is no general reduction of prices in sight, and that there will be scarcity, rather than plethora of reliable goods in the Fall.

We have visited all the principal markets and can offer you latest designs from following British manufacturers for whom we are sole Canadian agents:

Tress & Co.—High Class Hats, Caps—the "Tress" Cap is unrivalled.
Young & Rochester—Shirts, Pyjamas, Neckwear, Dressing Gowns, Fancy Dress Vests.
R. W. Myhill, Leicester—Hosiery Manufacturer.
John Skelton & Son—Manufacturers of Cardigan Coats, Sweaters, Mufflers.
G. Glanfield & Son—Raincoats, Ulsters and Sport Clothing.
Aquascatum—Raincoats and Ulsters.

Among our stock lines we would specially mention—Travelling Rugs from $5.00 to $12.50, Emcodine French Coats, Knitted Vests in Hard Knit and Brushed.

There are still several towns in which our lines are not fully represented. If you are doing business in one, please write us.

Wreyford & Company, Toronto

Manufacturers Agents and Wholesale Men's Furnishings

Ottawa and Eastern Provinces—C. D. WREYFORD
Ontario and West—J. C. WREYFORD

Silk Hats for Sunshine

Light in weight, cool and comfortable and very durable, made with good textile lining and real leather sweat band, in a large variety of fancy patterns and plain silk poplins. Prices from $15.00 to $22.00 per doz.

Silk Caps will be strong this year. Our assortment was never so complete and our prices afford you a handsome profit and will give your customers entire satisfaction. Plain or fancy colors. $9.00 to $15.00 per doz.

Children's Hats and Caps our specialty. Always look at our samples. It will pay you.

PALTER BROTHERS

Manufacturers of Children's Hats and Caps and Uniform Caps

122 to 128 WELLINGTON STREET WEST, TORONTO

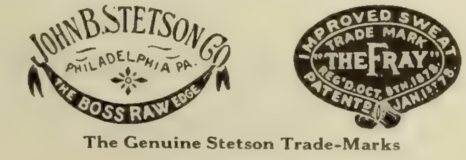
Court Decision Protects Stetson Trade-Mark

ON April 11th, in the United States District Court at St. Louis, the John B. Stetson Company was sustained and awarded costs in the suit against Apple Hat Company, of St. Louis, in which the plaintiff alleged an infringement of its Boss Raw Edge trade-mark.

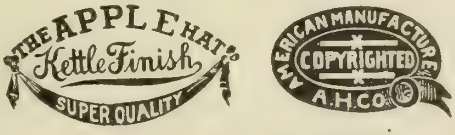
The defendant had been using a die very closely resembling that used by John B. Stetson Company in its Boss Raw Edge hats, and it was decreed that the Apple Hat Company had infringed upon the John B. Stetson Company's exclusive rights to this trade-mark.

The defendant was perpetually enjoined and restrained from making, using or selling, or causing to be made, used or sold, directly or indirectly, any hats bearing the infringing trade-mark upon the same or upon the boxes, containers or receptacles containing the same.

The defendant was also ordered to at once obliterate or otherwise remove all markings like or similar to the John B. Stetson Company's Boss Raw Edge trade-mark from all hats, hat leathers, hat linings or labels, or upon boxes, containers or receptacles, which are or may be in its possession or under its control not made by or emanating from the plaintiff or which it had heretofore placed upon, or caused to be placed upon same, in connection with the selling or offering for sale of defendant's said infringing hats.



The Genuine Stetson Trade-Marks



The Infringing Trade-Marks

The Name Stetson and the designs of the Various Dies Appearing in Stetson Hats are Protected by Registration in the U. S. Patent Office.

JOHN B. STETSON COMPANY, *Philadelphia*

ARM & HAMMER BRAND

SHIRTS OVERALLS

J·A·HAUGH M'FG. Co. LTD.

A Brand That Guarantees Better Shirts and Trousers

"Arm and Hammer Brand" Trousers and Work Shirts are good sellers because the materials used and the excellence of the workmanship eliminate all possibility of inferior wearing qualities.

Easy fit and real money's worth make the Arm and Hammer trade-marked lines easy winners in every corner of the land.

Illustration at the left shows you the popular

COVERALL

—a dandy line to show on your Juvenile Counter. Coverall is the logical—the most practical—protection for the little people's clothes. Made to fit boys and girls from 2 to 7 years.

The
J.A. Haugh
Mfg. Co.
Limited
TORONTO
CANADA

OUR CAPS SELL AND GIVE SATISFACTION

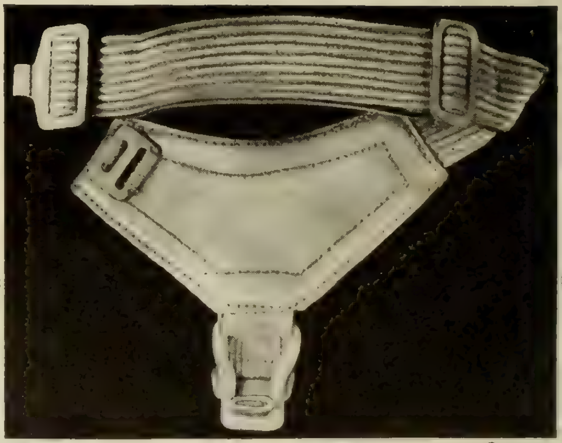
Our Fall and Winter range is now in our salesmen's hands and receiving favorable attention everywhere.

New York Caps

Smart and elegant—every one a cap creation. Merchants now handling this line realize their excellent qualities.

Make sure you see them

New York Cap & Hat Company
880 St. Lawrence Blvd., Montreal



Hessco Garters

Retail at 50c and 75c

A good looking good value garter. Has all ivory clasps and buckles. No metal to rust or scratch. Has a patented catch simple and reliable.
Your stock is incomplete without the Hessco Garter.

HESSCO
Trade Mark
REGISTERED

Kitchener Suspender Co., Ltd.
KITCHENER, ONT.

Miller-Made Summer Weight Clothing

For Immediate Delivery.

We have a limited number of man-tailored unlined suits in both light colors for outing wear and dark greys for business wear in conservative styles *ready for immediate delivery.*

These suits can be retailed at a good profit at from $10.50 to $18.00 and will not only be a good "filler-in" for your regular stock but are just the thing to boost sales during the dull warm weather season.

These suits are particularly popular with the returned men who want to be comfortably dressed *and for office and professional men.*

Send for samples at once before stock is broken.

Other Miller Profitable Specialties:

- **Duck Pants---Khaki and White.**
- **Cream Flannel and Beach Pants.**
- **Duck Coats.**
- **Tweed Pants.**
- **Driving and Warehouse Dusters.**
- **Official Boy Scout Outfits.**
- **Cadet Uniforms, etc.**

The Miller Mfg. Co., Ltd.

44-46 York Street
Toronto, Ont.

HEADLIGHT

UNION MADE

OVERALLS

The railroad man insists on HEADLIGHTS because *one pair outwears* *__two__ __pairs__ of ordinary overalls*

Dyed with Genuine Indigo Fast-Blue Dye

LARNED, CARTER & CO., Sarnia

World's Greatest Overall Makers

FIVE FACTORIES—DETROIT—SAN FRANCISCO—ST. LOUIS
PORT HURON, MICH. — Canadian Factory, SARNIA, ONT.

LARNED, CARTER & CO.
DETROIT MICH.

You may ship us a well selected assortment of (state how many) dozen HEADLIGHT Overalls accompanied by your full equipment of advertising matter posters for bill boards with our name as exclusive agents, store cards, counter display signs, time books for distribution, lantern slides, and electrotypes for local newspapers.

Name

Town State

We prefer to see sample garments before ordering. Therefore send us a few pairs representing your best numbers. You to prepay express charges, we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

Name

Town State (36)

1024—Cream horsehide, one finger unlined gauntlet mitt, yellow split back and cuff.

Sandy — Yellow grain horsehide, unlined glove, sewn outseam, cream sheep back, welted thumb, hook and string fastener.

Soldiers Want ACME Gloves and Mitts

TRADE MARK

With so many soldiers returning to their old work the demand for Acme working gloves and mitts is bigger than ever.

Is your stock sorted so as to take care of this increased business? If not, order to-day.

Lines shown are typically good sellers —sure repeaters.

Write for Glove Folder

1575/1—Genuine Chrome Tan "Railroad stock" unlined gauntlet glove, sewn outseam, welted thumb, grey split cuffs.

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

Head Office & Main Factory
MONTREAL

Branches:
JOLIETTE
TANNERY & WOOLEN MILL
ST. TITE
TANNERY - LARRIGANS
GLOVES

THE J. B. GOODHUE CO. LTD.
ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS,
SHIRTS, PANTS &c.

Is this brand on the Overalls you are selling?

If it is, you can hand those overalls across your counter backed with your strongest guarantee for satisfactory wear. For

GOODHUE'S
STAR BRAND OVERALLS

are made right, to wear right—made to stand the strain, the daily wear and tear in the work of the Railroad Man, the Mechanic, the Farmer, the Construction Worker, etc.

Our consumer publicity and our good looking window cards will keep your "Star Brands" moving.

Write for sample supply to

The J. B. Goodhue Co.
LIMITED
ROCK ISLAND QUEBEC

Montreal: 211 Drummond Bldg.
Ottawa: 76 O'Connor St.

THE PIONEER HOUSE OF CANADA

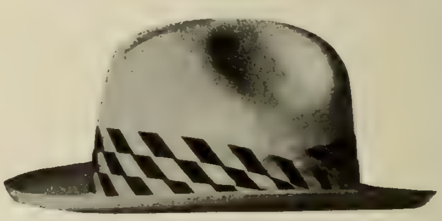
Established in 1852

HIS MAJESTY GEORGE V.

As popular as His Majesty are

MONARCH HATS

—a Famous Name of a Famous Line.



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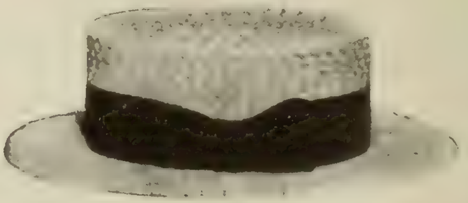
PANAMA HATS



STRAW HATS FOR MEN, BOYS AND CHILDREN

Large assortment at the right prices.

L. Gnaedinger Son & Co.
St. Peter Street, Montreal

ATLANTIC

UNDERWEAR

with many features of particular appeal

The quality of Atlantic Underwear is developed from the long fine, sea-breeze toughened wool of the Maritime sheep, processed, cleaned, spun and woven under the most ideal factory conditions, and tailored by operators experienced in the making of high-grade underwear.

Our values have put a punch in underwear departments in every corner of the land. Stock up with a good supply of "Atlantic" to-day. To-morrow you will begin to reap the benefits.

ATLANTIC UNDERWEAR, LTD.

MONCTON, N.B.

REMOVAL NOTICE

Quality

Campbell's Clothing

We beg to advise our customers and friends that we are now comfortably located in new and larger premises at

1202 ST. LAWRENCE BOULEVARD
(Corner Duluth)

With improved modern facilities we hope to meet the increasing demands of our business.

Handsome offices and sample rooms have been fitted up which will be at the disposal of our friends who may be attending the Designers' Convention, June 26, 27, 28—or at any other time.

THE CAMPBELL MANUFACTURING COMPANY

MONTREAL

1202 ST. LAWRENCE BOULEVARD

LEVIN & SON

PANT MANUFACTURERS
Montreal

Have removed from 309 Notre Dame St. W. to
1202 St. Lawrence Boulevard - Vineberg Building

Where with increased and improved facilities we hope to give still better service.

A NEW LINE

We have also started manufacturing a Popular Price Range of **BOYS' CLOTHING,** samples of which are now ready for your inspection.

Canada's Best---

This is a W.K.G. Brand Railroad Shirt

"HERCULES"

Negligee Shirts

and

Work Shirts

No. 2557
Double Stitched
Double Seamed
Can't Rip
Two Collars

A Fine Line of Summer Shades

Well made lines that give the wearers satisfying value for the prices charged.

And the prices are low enough to keep your stock of Hercules lines going.

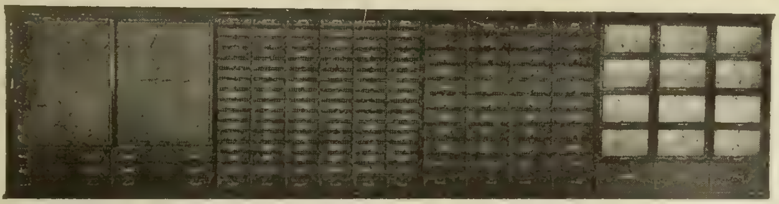
The better facilities we now possess in our new Montreal factory, mean still better service for our patrons.

Write us for samples and prices

The Hercules Garment Co., Limited

Head Office: Montreal. Factories: Montreal and Louiseville, P.Q.

WALL CASES WORTH WHILE

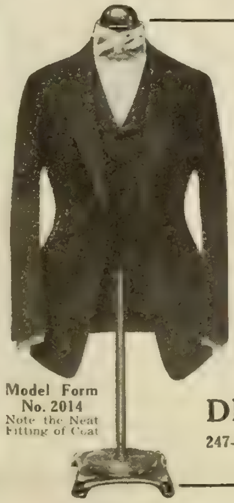


This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

The Walker Store Fixture Company
KITCHENER - ONTARIO

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO



Model Form No. 2014
Note the Neat Fitting of Coat

THE NEW FORM FITTING MODEL

We have these and many other up-to-date fixtures, including

Bust Forms for Men's and Boys' Display Stands, etc.

We supplied 200 bust forms for the **International Designers' Convention**, who gave them preference over all other makes.

Send for new illustrated folder.

DELFOSSE & COMPANY
247-249 Craig Street W. Factory: 1 to 9 Hermine St.
MONTREAL

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DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

Recommend Them to Customers for Motoring

DOMINION RAYNSTERS

Make Ideal Motoring Coats

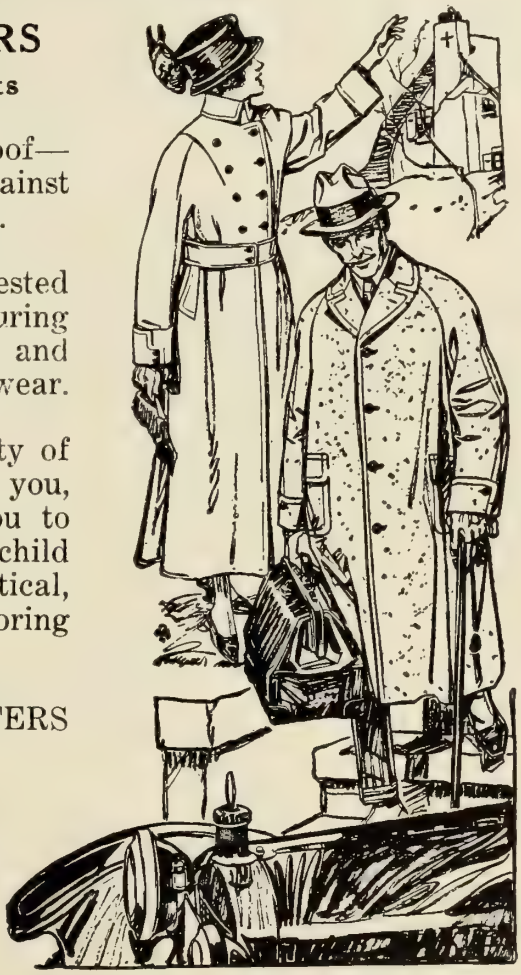
They are absolutely waterproof—affording complete protection against sudden showers or heavy storms.

They are made of carefully tested fabrics, by skilled hands, insuring the most careful workmanship and assuring long and satisfactory wear.

With the unusually large variety of styles and patterns we offer you, Dominion Raynsters enable you to please every man, woman and child who enters your store for practical, attractive, waterproof Motoring Coats.

Suggest DOMINION RAYNSTERS to your customers.

Wire or 'phone the nearest branch for styles or sizes wanted "rush."



Dominion Rubber System Service Branches are Located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria

TOOKE SOFT COLLARS SEASON 1919

TAXI
TOP 3½ BAND 1¾
FIBRE SILK
TOOKE HOOK

ORKNEY
TOP 3½ BAND 1¾
SATIN STRIPE
TOOKE HOOK

KENORA
TOP 3½ BAND 1¾
DIAGONAL SILK STRIPE
TOOKE HOOK

GRENOBLE
TOP 3½ BAND 1½
MERCERIZED CORD
TOOKE HOOK

MACKLIN
TOP 2½ BAND 2¼
SILK JERSEY CLOTH
TOOKE HOOK

CANSO
TOP 2½ BAND 2¼
COTTON REPP
TOOKE HOOK

BANGOR
TOP 2½ BAND 2¼
FANCY FIBRE SILK
TOOKE HOOK

WAKEFIELD
TOP 2½ BAND 2
FIGURED PIQUE
TOOKE HOOK

PRESTON
TOP 2½ BAND 1¾
FRENCH PIQUE
TOOKE HOOK

PONTIAC
TOP 2½ BAND 1½
MERCERIZED MOIRE
TOOKE HOOK

ROCKWOOD
TOP 2½ BAND 1¾
PLAIN CORD
TOOKE HOOK

BENGAL
TOP 2½ BAND 2
SILK POPLIN
TOOKE HOOK

RIDEAU
TOP 2¼ BAND 2¼
HEAVY SILK POPLIN
TOOKE HOOK

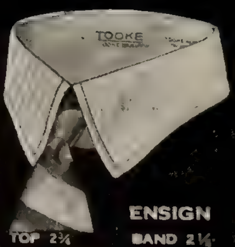
AMHERST
TOP 2½ BAND 2
PURE SILK CORD
TOOKE HOOK

BRUNSWICK
TOP 2½ BAND 2
FRENCH PIQUE
TOOKE HOOK

BARRETT
TOP 2¼ BAND 2¼
PLAIN CORD
TOOKE HOOK

YORK
TOP 2½ BAND 2
FIBRE SILK
TOOKE HOOK

CARMAN
TOP 2¾ BAND 1¾
JERSEY SILK
TOOKE HOOK



ENSIGN
TOP 2¾ BAND 2¼
FANCY CORD
TOOKE HOOK

DAYTON
TOP 3½ BAND 2
PLAIN SILK
TOOKE HOOK

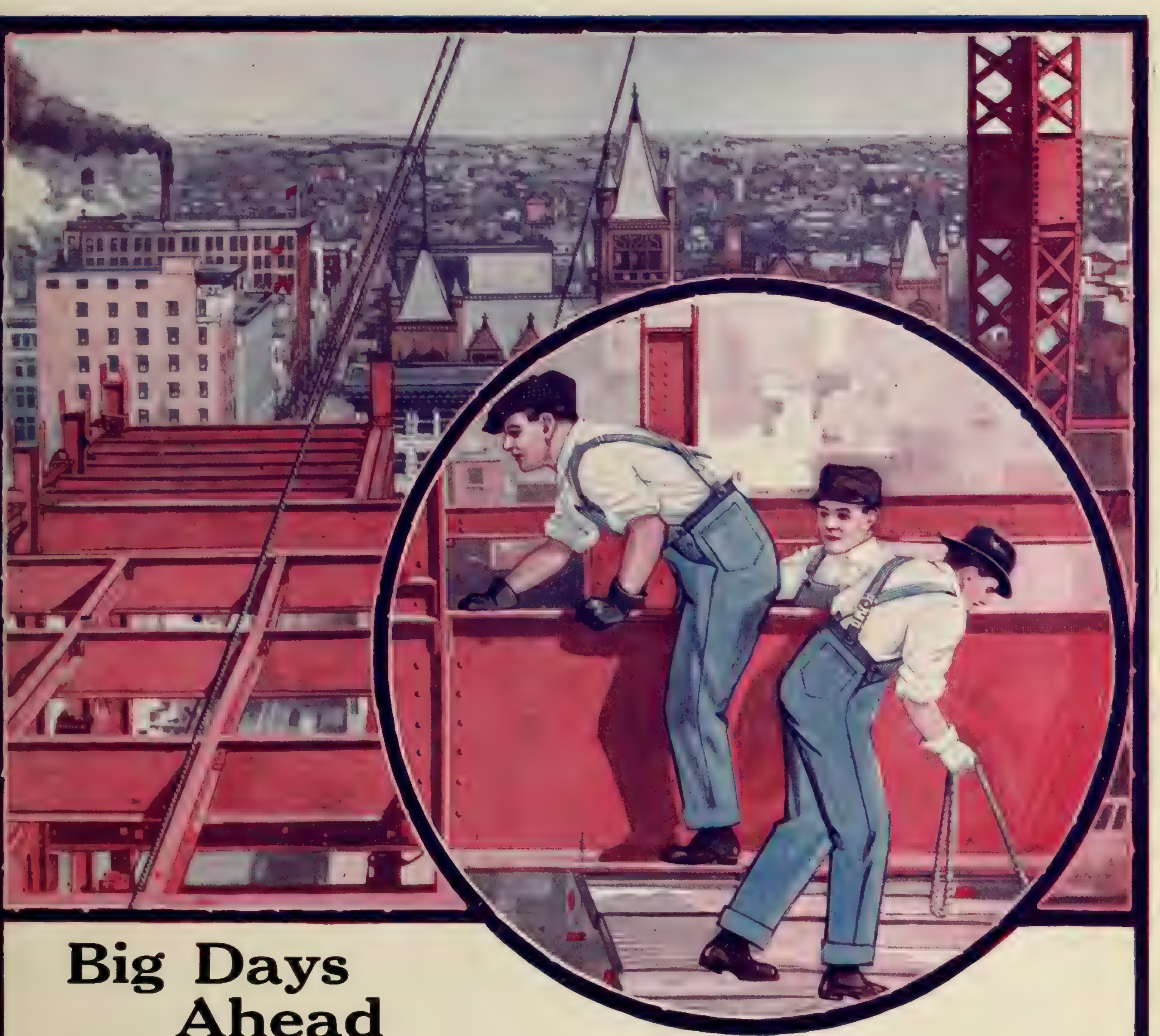
Send for a sample Tooke Hook Collar in your size and let us convince you that "the Tooke Hook improves the look."
Please use your letterhead. In ordering sample, state your size. Prices from $2 to $5.

TOOKE BROS., LIMITED, - MONTREAL WINNIPEG TORONTO VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, JULY, 1919 No. 7.



Big Days Ahead

WITH all signs pointing toward a big increase in building activity to meet the nation-wide demand for more housing facilities, and other construction work, there will be an increasing demand for working garments for years to come.

Dealers, now is the time to lay in a big stock of

KITCHEN'S
"Railroad Signal"
OVERALLS

They will build up a regular steady profit paying trade for you.

These garments are noted for excellent material and skilled workmanship. They are so comfortable, have plenty of pockets and there is double or triple stitching where the strain comes. The new open-front style shirt has made a real hit among the working men.

You can recommend this line wholeheartedly to your trade. Made by

The Kitchen Overall and Shirt Co., Limited
Brantford Ontario

Food For The World

Again filling our Granaries from our Great West Working in Good Old Peabody's

QUITE a Contrast: A year ago he was tuning and grooming the battle-planes that brought Retribution to Squealing Rhineland and drove the Hun from the Air. To-day with Tractor and Thresher he is Reaping the Golden Harvest with which Canada feeds the War-Starved World. Like thousands of young Canadians, he fought and won in Peabody-made fighting clothes---the honored uniform of Canada and her Allies. To-day these Boys are winning the Big Battles of Peace in Peabody Peace Regimentals, Overalls and Gloves, good honest work-clothes---the universal choice of good men to do good work.

It's time for more Team Work---in Peabodys. Let's Go!

PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

Are Almost Everybodys. Are They Yours?

WALKERVILLE :: ST. JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER

Society Brand Clothes

MADE IN CANADA

FOR YOUNG MEN AND MEN WHO STAY YOUNG

The only clothes made in Canada in which you will find this label.

STRONG-HEWAT
VIRGIN WOOL FABRICS
REG. U. S. PAT. OFF.

Strong Hewat Virgin Wool Fabrics are made exclusively from virgin wool—the fresh, unused fleece wool right from the sheep's back. Virgin Wool means what merely "all-wool" does not. It is estimated that 80% of the woolen fabrics used in suits and sold as "all-wool" contains reworked wool—used clothing ground up, respun and rewoven.

In view of the steadily increasing demand for better clothing fabrics on the part of the buying public, this announcement that the Strong-Hewat Virgin Wool Fabrics have been confined to us in Canada will be particularly welcome news to Society Brand dealers.

They will individually secure added prestige because of their being able to tell their customers that they can supply them with Society Brand Clothes made of Virgin Wool Fabrics containing absolutely no shoddy or reworked wool.

Society Brand Clothes

SOCIETY BRAND CLOTHES, Limited, CANADA.
ALFRED DECKER & COHN, UNITED STATES
MONTREAL CHICAGO NEW YORK

MEN'S WEAR REVIEW, July, 1919. Volume IX. Published every month. Yearly subscription price, $2.00. Entered as second-class matter July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.

Big Sellers in

Boys' Suits and Overcoats

Prove our assertion that these Juvenile lines are the very acme of style correctness and good value. See them and compare them—then decide.

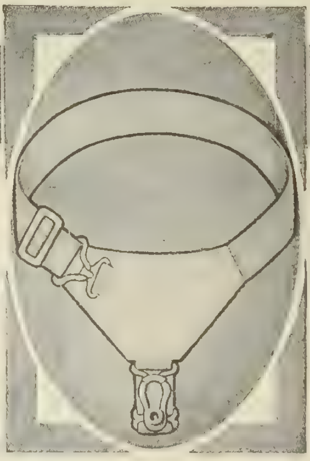
Ask too, to be shown the New York and Rochester styles embodied in every one of our "First Longer Pants" Suits.

A penny postal will connect you. Send it to us to-day.

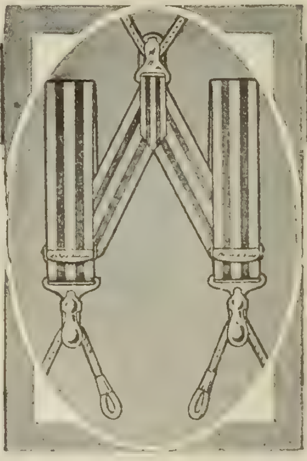
York Clothing Co.

35 Church Street, Toronto

Sphere Garters & *Sphere* Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.



Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS. & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. **32, George Street, Manchester.**

Panama and Straw Hats

LOOKING FORWARD

To the greatest season in the recollection of this establishment, we are rapidly assembling our new lines on a very extensive scale for our 1920 season. Our hats have an enviable reputation and do not fail to interest progressive merchants. Our travellers will be on the road early, but a card from you will enhance our interest.

V. L. CUNNINGHAM & CO.

73-81 Adelaide Street West, Toronto, Canada

"The Home of the Panama Hat"

HOSIERY and UNDERWEAR

that *does* satisfy on all points,---

COMFORT, QUALITY, VALUE

IN "OBERON" Hosiery and "BELNIT" Underwear these qualities are embodied to perfection.

Because they are so thoroughly dependable, these brands are trusted the world over; they have earned for the name of "BRETTLES" a front rank position in the Hosiery and Underwear trade.

Our Mr. Marshall is now showing complete ranges in the Winter weights which all our friends who are interested in these lines should make a point of inspecting.

Mr. Marshall is also showing full sample selections of goods indicated below. All the lines are in popular demand, of distinctive character, high quality and excellent value.

All orders entrusted with Mr. Marshall will receive prompt and careful attention, and be dealt with in a manner that will earn your full approval and continued custom.

"OBERON" SPECIALTIES

Hosiery, Underwear, Rain Coats, Shirts, Pyjamas, Dressing Gowns, Bath Robes, Collars, Neckwear, Men's Caps, Braces, Towels, etc., etc.

Men's Cashmere Half Hose.
In Black and 21 different colors. All Wool. Heavy weight. Price, $9.65.
Owing to the scarcity of good wool half hose, customers are advised to place their orders immediately.

Silk Half Hose.
Black Ingrain Spun Silk, Embroidered Silk Clox, $1.75, $1.80, $1.85, $1.90 per pair.
Pure Silk Half Hose, hand made. Woven Clox. $4, $4.25, $4.45, $4.70 per pair.
These two numbers can only be obtained from Geo. Brettle & Co., Ltd., who are the actual manufacturers.

Men's Artificial Silk Scarves in a variety of patterns, including Black and White Stripe effects. Self Colors, etc., $4.90 each.

Men's Knitted Silk Ties.
Derby Shape in Self Colors, Heather Mixtures, Black, for immediate delivery. Prices, $6, $7.40, $7.65, $10.95, $14.80 dozen.

Handkerchiefs.
Silk Handkerchiefs for Men in a variety of Patterns and Colors. $9.85, $11.80, $12.30, $15.75, $16.75, $17.70, $18.70 per dozen.

Dressing Gowns.
Fancy Silk Dressing Gowns in quaint designs. "Brettle's" make. $15, $16, $17.50, $18, $20.

Silk Underwear.
Underwear in Novia Silk manufactured by Geo. Brettle & Co., Ltd., from $15 up to $50 per garment.

Men's Chamoisette Gloves.
These Gloves are manufactured at our factory at Belper, Derbyshire, England, and without doubt are the finest value in Gloves ever offered. Made in the following shades: Natural, Chamois, Mole, White, Beaver, Grey. All sizes. Domes or Buttons. Plain or Black points. Bolton Thumbs and Sewn with Silk throughout. Prices, $12.50, $13.25 dozen.

Canadian Representative:
MR. HUGH D. MARSHALL, 306 Stair Building (corner Bay and Adelaide Streets), Toronto
Main 3354

TRADE MARK OBERON

"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES

'SUTOPLEX'
REGD TRADE MARK
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2, ENGLAND

Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

Be sure to visit our exhibit at the Canadian National Exhibition, Toronto, Aug. 23rd to Sept. 6th. We are making a wonderful display of the highest class men's furnishings. Our latest price list is now ready, write to our Toronto office if you have not received a copy.

"Art Kraft" Clothes

The Essence of Correct Style

The dealer stocked with Art-Kraft Clothes can beat his competitors from the point of novelty, fancy style and big value as well. Art-Kraft models combine these three essentials in a way that keeps them selling briskly season after season. There is nothing better to get you a share of the returned men's trade. Every Art-Kraft garment is cut and tailored to give the wearer snug comfort and snappy style.

Don't close the new season's order before you've seen the Art-Kraft offerings.

Walter Blue & Co., Limited

Owning and Operating Coaticook Woollen Mills Company

SHERBROOKE, QUE. WINNIPEG, MAN.

"EZE"
(PRONOUNCED EASY)
SUSPENDERS

Wear **"EZE"** Suspenders and you will know the comfort of those easy sliding cords which adjust to every move. Metal parts rust-proof—highest grade elastic web. Satisfaction guaranteed. Look for **"EZE"** on buckles. Sold everywhere.

Made in Canada by

The King Suspender & Neckwear Co.
TORONTO,
Canada.

BUY—"EZE" SUSPENDERS
SLIDING CORDS ADJUST TO EVERY MOVE
Look for "EZE" on buckle

HELPING YOU TO

These sales-making advertisements
newspapers and magazines. They're
products—the ***best that your custome***

Have you got these leading "King" sellers in
on the demand these ads. are making! Handsome
"King Quality" products, may we have your order

THE KING SUSPENDER
TORONTO,

Workmen Demand
King
TIGER
UNBREAKABLE
SUSPENDERS

BUILT for Comfort, and Guaranteed to stand the hardest, roughest wear!

MADE IN CANADA
from solid, army leather trimmings; heavy elastic web; reinforced back; steel support in cast-off; double stitched at all points.

LARGE SIZES FOR TALL MEN!
Also made cross-back style.

At your Dealer's or direct from

THE
King Suspender &
Neckwear Co.
Toronto, Can.

THIS LABEL ON EVERY PAIR IS YOUR GUARANTEE

KEEP COOL

comfortable and dressy by wearing
King
SUMMER SUSPENDERS
OUT OF SIGHT UNDER YOUR SHIRT

Hold trousers up and shirt down, giving neat, shirtwaist effect. Adjustable to any size.

SOLID BRASS METAL PARTS
CAN'T RUST OR STAIN CLOTHING

Look for the name "King" on buckles

SOLD EVERYWHERE

Made in Canada by
THE KING SUSPENDER & NECKWEAR CO.
TORONTO

DEMAND
"EZE"
SUSPENDERS

The quality is there before the name "EZE" is stamped on the buckle.

WEAR
"EZE"
SUSPENDERS

THEY OUTLAST ANY OTHERS
Look For "EZE" on buckle

ASK FOR
"EZE"
SUSPENDERS
and you'll get the best

Look for "EZE" on buckle

SELL THE BEST!

are appearing *now* in leading Canadian *helping you* to sell "King Quality" *rs' money can buy!*

stock? Display them prominently and "cash in" showcards free. If you're not lined up with now? A post card will do the trick. Thank you.

AND NECKWEAR CO.
CANADA

THOUSANDS of workmen are choosing King Tiger Suspenders because of their exceptional comfort and strength.

MADE IN CANADA
from solid, army leather trimmings; heavy elastic web; reinforced back; steel support in cast-off; double stitched at all points.

LARGE SIZES FOR TALL MEN!

Also made cross-back style.

At your Dealer's or direct from

The King Suspender & Neckwear Co.
Toronto, Can.

Back to Your Old Favorites

Throw off the old, heavy army braces and give your shoulders a rest! **"EZE"** suspenders are still the popular favorites.

Absolute Satisfaction Guaranteed.

Easy-sliding cords adjust to every move—easy on buttons. Solid brass metals—can't stain clothing. Highest grade elastic web.

Look for the word **"EZE"** on Buckles.

Sold Everywhere
Made in Canada by
THE KING SUSPENDER & NECKWEAR CO.
TORONTO, CANADA.

For The Harvester

"A.R.C." BRAND Working Shirts and Working Gloves

Strongly made, roomy, well-wearing working togs from a factory long famous for the merits of its products.

In buying your stocks from us you save money. Our prices are attractive. We can afford to make them so because *we tan our own leather*. That's a big item in the cost of production and you get the benefit.

Let us quote you on your Fall requirements. Anything you need in the line of Working Shirts, Working Gloves, Mitts, Moccasins, Sheep-lined and Mackinaw Clothing we can give you.

A. R. Clarke & Co., Limited
TORONTO

SNUG FIT

SANITARY BAND

THE WARMEST AND MOST COMFORTABLE WINTER CAP MADE

Maritime

Comfort Without Binding

The Nobby Cap of Quality

Smooth, snug and comfortable without the least suggestion of binding, these Maritime Caps stand high in the opinion of men who know.

The Maritime Cap with the Sanitary Band will win and hold your customer's confidence.

We are fully stocked to cover your requirements in Summer, Fall and Winter Caps.

Send for trial stock

Maritime Cap Limited
MONCTON, N.B.

The Label inside of the waistband is your guarantee that you are getting

EVERYMAN'S TROUSERS

They are made better, fit better, and of better materials than the ordinary trouser.

You can get a pair that will match your suit nicely—at all "Everyman's" Dealers.

UNION MADE

"Everyman's" Trousers are not made to compete with cheap and shoddy brands. If it is highest quality you want, it will pay you to stock our line.

DAVIS BROS.
HAMILTON, CANADA

The Dale Wax Figure Co., Ltd.

MOVES TO

Larger Premises

Visit our new show rooms at **86 York Street** (opposite Prince George Hotel). A very convenient locality for you. With double our former floor space, brighter show rooms and increased facilities, we will be in a position to look after your requirements in

DISPLAY FORMS AND FIXTURES

(Made by Canadians)
Better Than Ever Before

A cordial invitation is extended to every merchant to visit the most up-to-date plant of its kind in Canada.

Dale Wax Figure
Co., Limited
TORONTO
Montreal: 150 Bleury St.
Vancouver: E. R. Bollert & Son
501 Mercantile Bldg.

Delegates to the Designers Convention will be given a cordial welcome at our Montreal Office.

This Mark is the Stamp of Sock Quality

TRADE
Hanson
MARK

IT APPEARS ON ALL OUR SOCKS

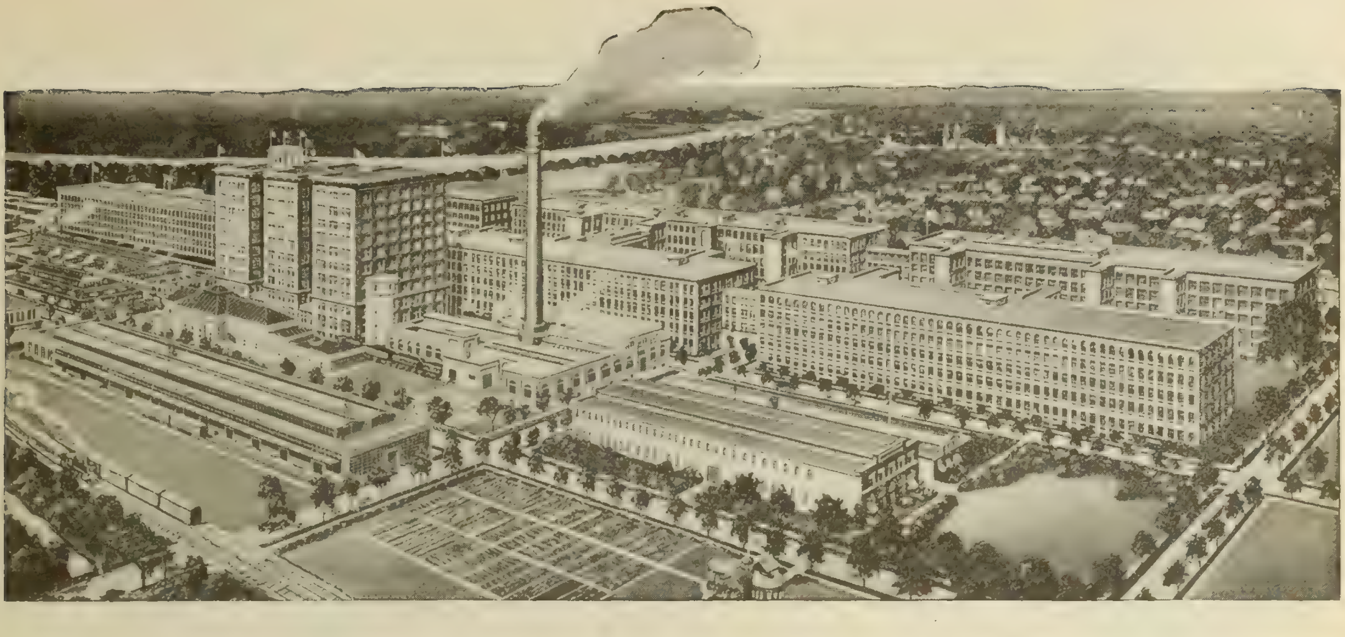
There's Comfort and Wearability in every pair of socks bearing the Hanson trade-mark.

Even under war market conditions, Hanson Quality has been rigidly maintained.

Sock-making is our specialty and Hanson Socks are deservedly popular wherever sold.

If for any reason you have not ordered through our representative, send order direct to the mill. It will have our personal attention.

GEORGE E. HANSON
HULL, P.Q.



We make over 275 National Cash Registers every day

The National Cash Register is a modern, labor-saving machine that helps merchants, clerks, and their customers.

It protects profits by stopping leaks and losses, temptation, and mistakes.

It adds, records and classifies many kinds of transactions.

It saves time and money because it does 15 things in 3 seconds.

It enables the merchant to give quick, accurate service.

It more than pays for itself out of what it saves.

It helps merchants make more money, with less expense.

This big plant makes nothing but National Cash Registers

The National Cash Register Co. of Canada, Limited
Toronto, Ontario
Offices in all the principal cities of the world

A Dealer Says of Atlantic Underwear

"Every Man investigating it will buy it by preference."

Every customer of yours who desires an underwear that he can absolutely depend upon—an underwear that will not shrink—an underwear that means solid comfort always—will find these requirements fully met in Atlantic.

Replace those slow-selling lines in your underwear department with a stock of Atlantic. Invite your customers to examine it, to get the real wool feel, to convince themselves by actual comparison that Atlantic Underwear is a leader—a wool underwear of highest quality.

Atlantic Underwear

Limited

MONCTON, N.B.

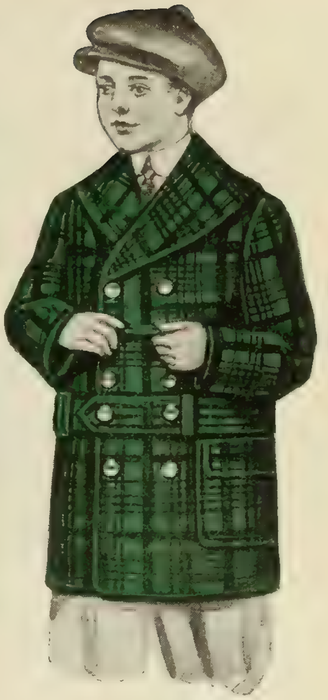
Mackinaws

From Canada's Greatest Mackinaw House

"G.-H.-G." brand Mackinaws are guaranteed to be made from the finest Canadian fleeced wool.

They are good looking—well cut and well fitting as the two models illustrated would indicate.

See the complete line in our illustrated list. Ready to mail you on request.

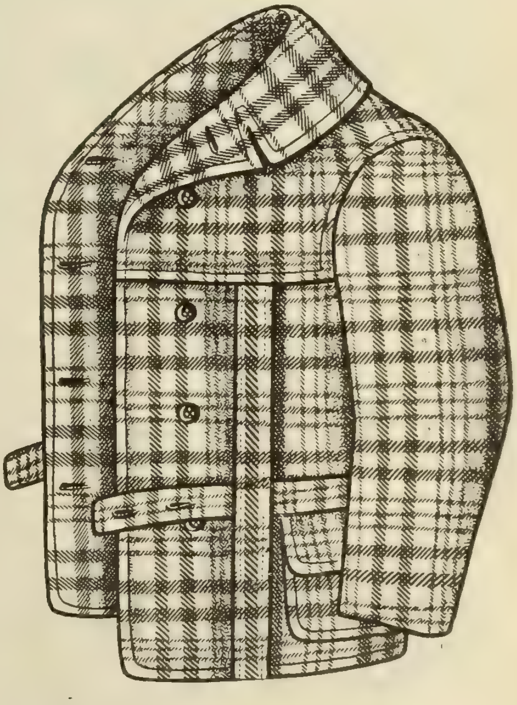


No. 609
"Town" or "Young Canadian"
Brand Mackinaw Coats

Made for the boy in the exact same style as Daddy wears. They give ample protection, look smart, neat and classy. Made double breasted, have shawl collar and with or without yoke.

"G.-H.-G." "Naidanac" Mackinaw

No. 608—Another example of our celebrated G.-H.-G "Naidanac" Mackinaw Sporting Coat in fancy plaids and stripes. A very handsome garment for pattern, cut and fit. "Naidanac" Mackinaw is made up in exclusive patterns for our use alone.



GRANT - HOLDEN - GRAHAM
LIMITED
OTTAWA - CANADA

Money Makers

for your Summer Shirt Counter

The right goods at the right prices. Shirts that are made right to fit right and to give the wearer full value for every cent of the price charged.

A complete line of Men's Negligee Shirts in attractively colored fabrics. Each one with a big Summer selling appeal.

Also Men's Dress Shirts, Racine Working, "Hero," "Fine" and "Strand" (Chemise de Luxe).

Give us a trial and prove the merits of our offerings.

"The Beaten Path Leads to Racine."

ALPHONSE RACINE, Limited

Dry Goods Jobbers and Manufacturers
Specialists in Men's Furnishings.
The Staple Dry Goods House of Canada

60-80 ST. PAUL ST. W., MONTREAL

Sample Rooms :
Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney N.S., Toronto
Factories :
Beaubien Street, Montreal, St. Denis, St. Hyacinthe

You'll need a stock of

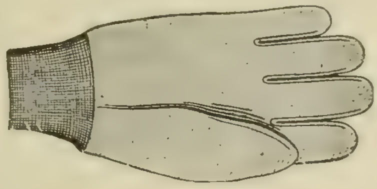
TAPATCO

REGISTERED BRAND TRADE MARK

GLOVES

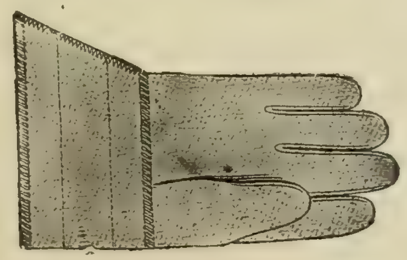
for the Harvest Trade

TAPATCO Working Gloves are just right for the man who helps to garner Canada's Harvest. Roomy, Comfortable and Well-Wearing to a degree every pair of TAPATCOS give the customer unstinted satisfaction for his money.



And whatever the man's fancy in Working Gloves may be, you can fit him from the TAPATCO line. There are Gauntlet, Knit-Wrist and Band Top Styles in heavy, medium and light. Leather Tip and Leather Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

Ask your jobber.



The
American Pad & Textile Co.
CHATHAM, ONT.

DU PONT

A Reminder

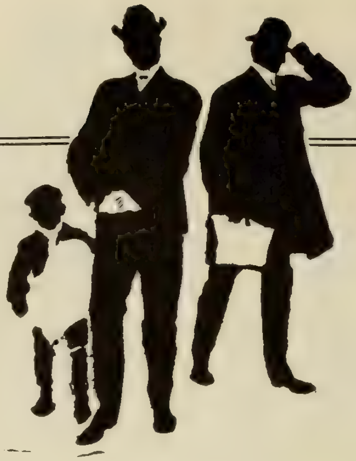
This new metal sign placed on your counter or in your window will constantly remind your customers that you have

Challenge Cleanable Collars

in stock. Write for one to-day. They are neat and attractive in design, and as silent salesmen will help you out considerably.

Write for our catalogue and store helps. They are free for the asking and well worth having.

The Arlington Company of Canada
LIMITED
63 Bay Street, Toronto
Sales Offices: - **Montreal** - **Winnipeg**



The Only Chamoisette Glove on the Market

When the Kayser Company, Incorporated, placed on the market the Chamoisette Glove for ladies and men, its superior finish, style, and wearing qualities were so apparent that it rapidly gained enthusiastic favor everywhere—with the result that other manufacturers produced imitations which in turn came to be generally called "Chamoisette."

In view of the many inferior lines being offered as "Chamoisette" we are anxious to make it plain to the Trade and the buying public, in order to protect them from these imitations—that THE **KAYSER** CHAMOISETTE GLOVE IS THE ONLY CHAMOISETTE GLOVE MADE.

The original quality obtained in perfecting this product has been steadily maintained despite many adverse trade conditions, and in displaying this line to your customers you are offering them a glove that has justly earned the recognition and popularity it enjoys—as evidenced by its many imitations.

This Registered Trade Mark is your protection and guarantee of the real Chamoisette Brand.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

Made by the Kayser Company, Incorporated, the largest manufacturers of Silk and other fabric Gloves, Hosiery, Underwear, etc., in the world.

For sale solely in Canada by—

PERRIN FRERES & CIE.
SOMMER BUILDING
MONTREAL

FIT REFORM Fit-Reform

The Secret of Success

Dealers who have sounded the depths of Fit-Reform popularity bear witness of the fact that **True Worth** has gained their present enviable reputation.

Value is woven in the cloth, emphasized in the tailoring, reflected in the smart styles. If you are looking for real value in your Fall and Winter lines see the splendid styles that we are showing in FIT-REFORM SUITS.

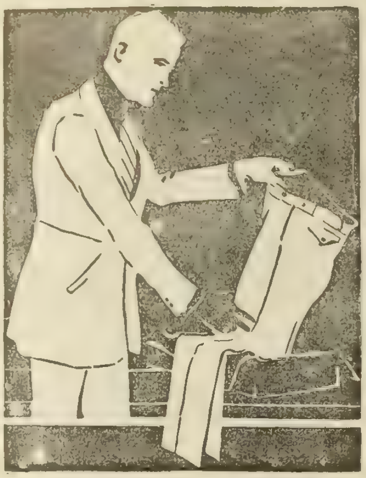
Fit-Reform

E. A. SMALL COMPANY
LIMITED

112 BEAVER HALL HILL, MONTREAL

TROUSERS

Working and Dress Trousers



We are offering, direct to the trader, a complete assortment of Working and Dress Trousers priced very attractively because of a heavy purchase of materials before the last few market advances.

Our prices will enable you to put a reasonable price ticket on each one and so assure yourself ready sales and good profits.

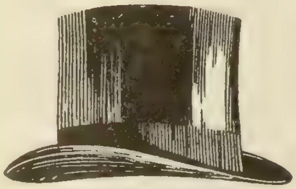
"Made Well" Trousers are of Medium Grade Materials. Twelve Salesmen are now on the road with a full showing. And we have ample stocks on hand to ensure prompt deliveries on orders as they are received. Ask for samples, sent prepaid.

Roberts Clothing Co.

"MADEWELL BRAND"

WHOLESALE CLOTHING MANUFACTURERS

TORONTO



SILK HATS FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

Prices Moderate

GEO. PROVENCHER

166b. St. Elizabeth Street - MONTREAL

Established 1894

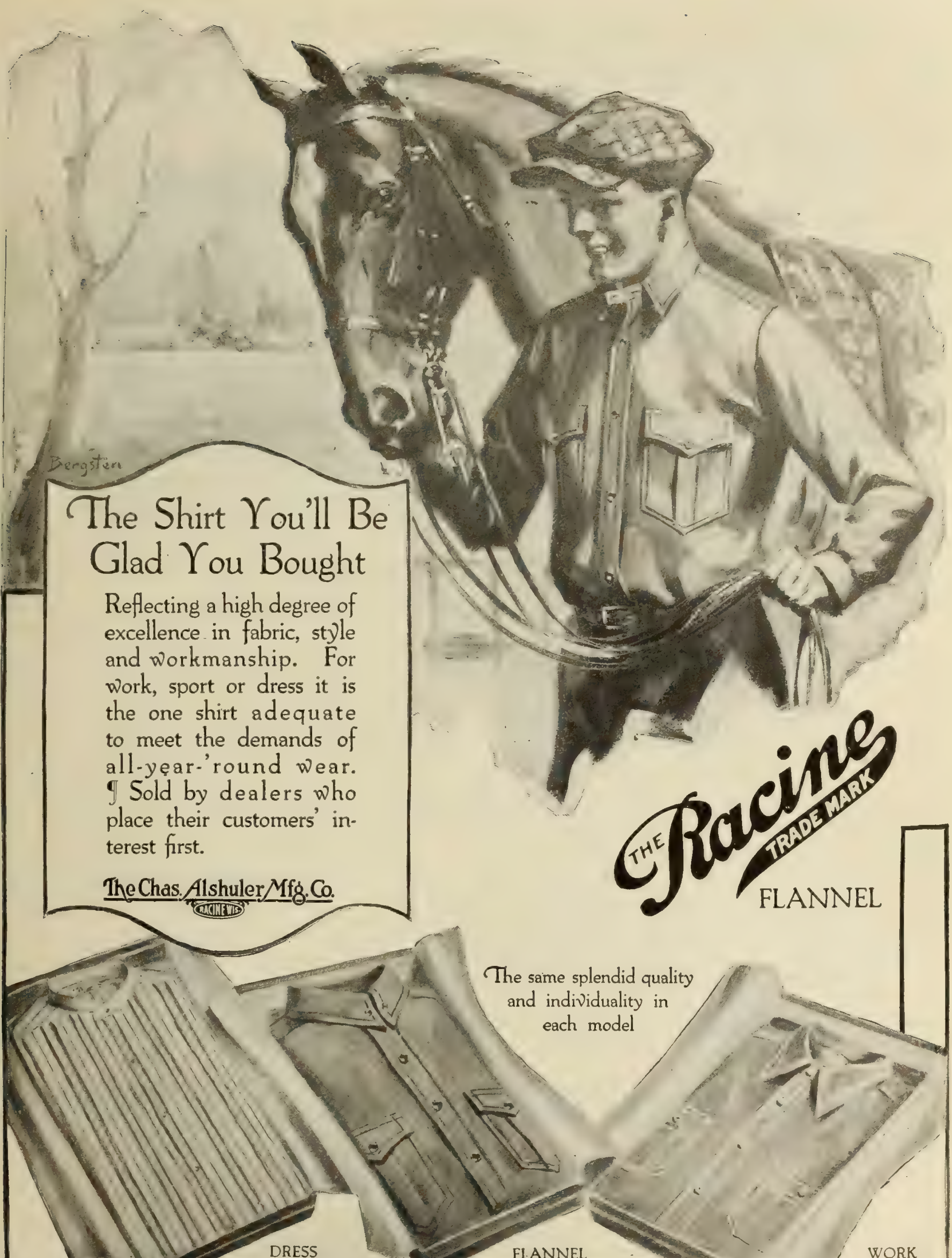
WALL CASES WORTH WHILE

This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

Others will have different needs —but whatever they are, in fixtures, we can fill them.

The Walker Store Fixture Company

KITCHENER - ONTARIO



The Shirt You'll Be Glad You Bought

Reflecting a high degree of excellence in fabric, style and workmanship. For work, sport or dress it is the one shirt adequate to meet the demands of all-year-'round wear. ¶ Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.
RACINE WIS.

The Racine
TRADE MARK
FLANNEL

The same splendid quality and individuality in each model

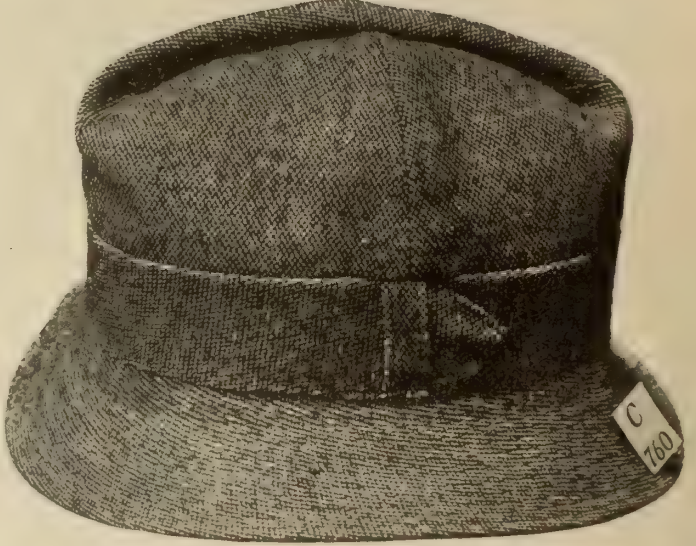
Another of the full page advertisements in colors which are reaching shirt buyers all over the country. This one is a reproduction of an exceptionally well done painting in oils in full colors and is bound to result in increased business for our dealers.

Children's Head Wear

Something just a little different from the ordinary, in style and wearing qualities, the kind that enables you to get a good profit, please the children and the parents. The one in the cut is one of our best selling lines, No. 760, and the price ranging from $9.00 to $15.00 per doz.

We make a specialty of Children's Hats and can show you the most complete assortment in the trade.

Always look at our samples. It will pay you. Silk Hats and Caps in stock, ready for shipment.



PALTER BROS.

Manufacturers of Hats, Caps and Uniform Caps

122-128 Wellington Street West **TORONTO**

Attract the "Best" Custom by featuring "CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

TURNBULL'S
UNSHRINKABLE
NATURAL WOOL

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL

THIS
TRADE MARK
IS ON EVERY
GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

BACKGROUNDS

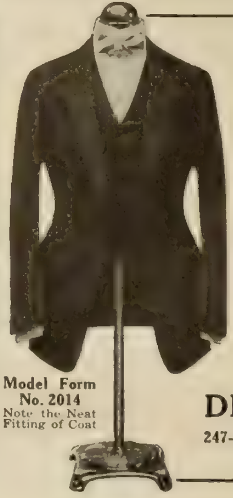
and Built-up Models

FOR

Canadian
National
Exhibition

Charles
Studio

31 RICHMOND EAST
TORONTO



Model Form
No. 2014
Note the Neat
Fitting of Coat

Two Hundred Delfosse New Form Fitting Models

Were in use at the Style Show of the National Designers' Convention who gave them preference over all other makes.

We manufacture these and many other up-to-date fixtures, illustrated in our folders.

Send for one.

DELFOSSE & COMPANY

247-249 Craig Street W. Factory: 1 to 9 Hermine St.
MONTREAL

S.R. & Co.

"Fit Well"

WATERPROOF

BEST BRITISH MAKE

There's Style to These "Fit Well" Waterproofs As Well As Sound Serviceability

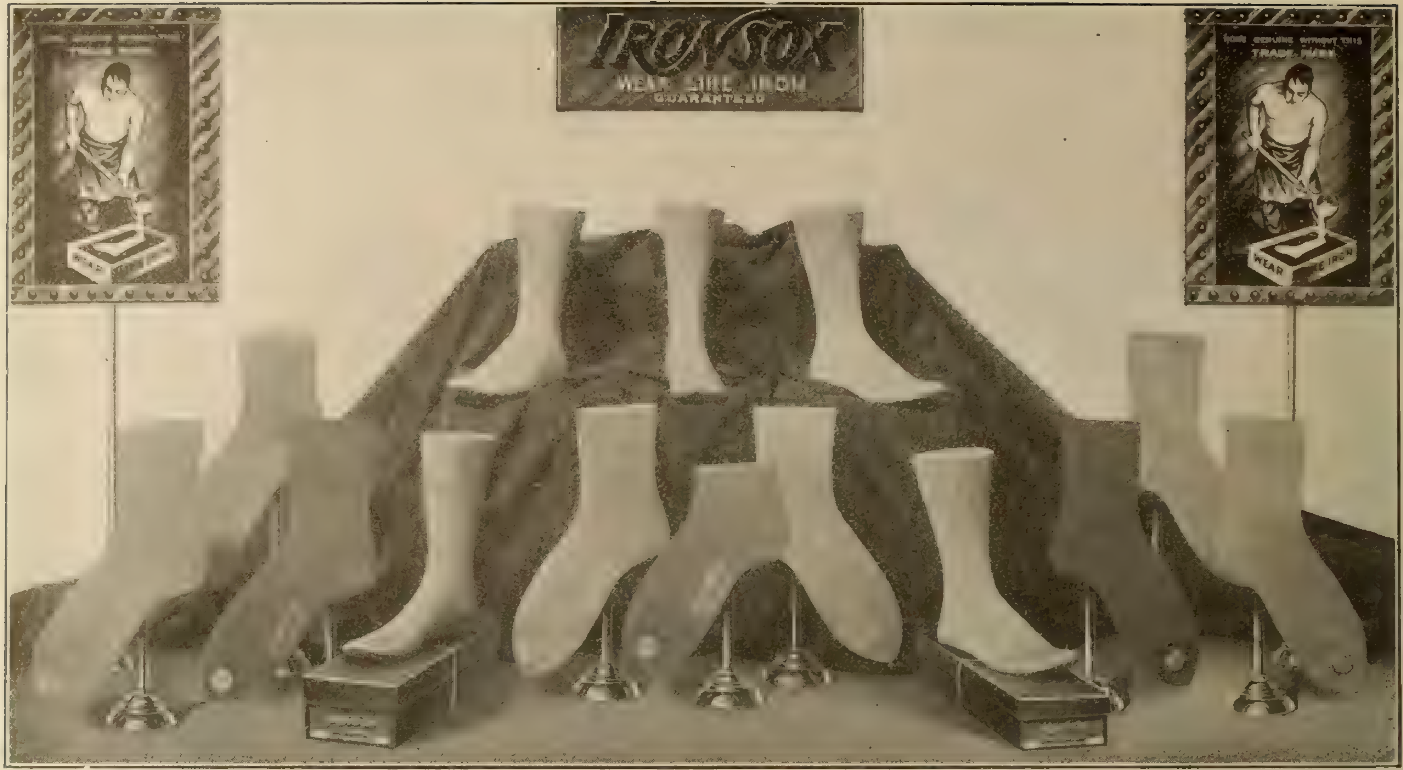
A "Fit Well"—stamped Waterproof, is a garment of satisfaction—a real rain-resister that gives the wearer a well-dressed appearance besides defying the worst attacks of old Jupiter Pluvius.

You'll sell lots of "Fit Wells" during the Fall rainy season. Send for samples now in good time and compare the values we offer you.

S. Rubin and Company

Mfrs. of the Fit Well Waterproofs

437 ST. PAUL ST., W. MONTREAL



IRONSOX
Wear Like Iron

They give better wear than any hose that sells at such an economical price. Come in Lisle—Combed Egyptian yarn. Show them now. Shipments made promptly.

IRONSOX
Sell On Sight

CAULFEILD, BURNS & GIBSON, Limited,
60-62 Front Street West
Toronto, Ont.

MADE & GUARANTEED BY · J.A. HAUGH MFG. CO. LTD. TORONTO ·
PRICE
Haugh
BRAND
LOT
SIZE

Yes, Sir, this is the brand of a better-wearing, better-value Trousers

The first class materials used and the excellence of the workmanship places

Haugh Brand Trousers

at the head of the class for all round satisfaction. These Trousers are well-stitched, and made to give the wearer value for every nickel paid for them.

So—bank on "Haugh Brand." Your strongest recommendation will be none too good for them.

And we can fill your order right now.

The J. A. Haugh Mfg. Co., Limited
TORONTO

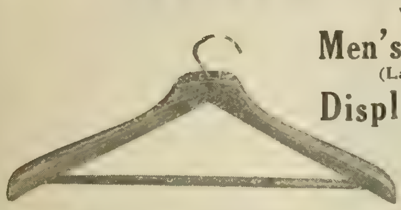
Manufacturers of Arm and Hammer Brand Shirts and Overalls

Store Equipment

WE MAKE

Men's Coat Forms
(Latest Model)

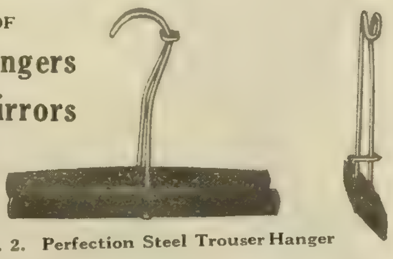
Display Fixtures
(Metal and Wood)



No. 570.X. Suit Hanger

COMPLETE LINE OF

Garment Hangers
Triplicate Mirrors
Wax Figures
Pedestals



No. 2. Perfection Steel Trouser Hanger

Write for Catalogue and Price List, or
call and see us when in Toronto.

CLATWORTHY & SON, Limited
161 King St. W.
2 Doors East of Princess Theatre
Est. 1896. TORONTO

WANTED—
General Manager
and an
Assistant Manager

A firm engaged in the manufacture of men's clothing and doing a Dominion-wide business, requires two executives for the above positions.

Applicants should give complete history, the nature of past positions and how long held, names of firms associated with, age, nationality, present position and salary. State specifically actual experience in marketing an advertised line (whether clothing or other goods) and mention any other qualifications that you think important.

Be sure to indicate which position interests you. All replies will be treated confidentially. Address Box No. 177, c/o Men's Wear Review, 143-153 University Ave., Toronto.

An Old Line With a New Name

Many of our customers and friends have told us that if we can offer them

A Line of Raincoats

as well made and satisfactory as our other lines, they can sell them with success and satisfaction.

Yielding to their request we are putting out for Spring and immediate selling a complete range of Men's Raincoats bearing our trade-mark.

HDC BRAND
TRADE MARK

We are sending special representatives to handle this line exclusively. Watch for them. They are on the way now.

Hoffman Decoffe & Co.
314 Notre Dame Street West, - Montreal

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Invest--Don't Speculate

Dependable Fabrics are like strong securities, bought as an investment, irrespective of conditions.

Retailers who purchase "Value First" Merchandise are safe compared with competitors who are overstocked with clothing of inferior fabrics and workmanship.

"Style-Craft Tailored" or "Classic Clothes" are "Clothing Securities," recognized as investments.

Men's Value First Clothes, Ready-for-Service, or Made-to-Measure.

Postcard us for particulars of Fall Selling Outfits.

E.G. Hachborn & Co.
Established 1898
MANUFACTURERS OF
FINE CLOTHING
Toronto, Canada

MILNE'S
NECKWEAR NEWS

Big Values *July 1919* Right Prices

We can give you quick deliveries on

WASH TIES
and
REGULAR SUMMER NECKWEAR

And from whatever point of view you judge them, whether material, coloring or price has first consideration, we believe you will find your requirements fully covered in this new Milne selection.

Your jobber can supply or, if you prefer you may order direct. But—do it to-day, and assure yourself timely deliveries.

WILLIAM MILNE

The Newest in Neckwear

50 York Street Toronto

Always inspect the MILNE offerings

Write for samples and prices of our

MEN'S AND LADIES' WATERPROOF MOTORING AND TOP COATS

Up-to-the-Second Styles

Or have our Salesman call. We are now under new management and offer you values unexcelled and prompt, courteous service.

Latest Fabrics and
Skilled Workmanship

THE SCOTTISH RUBBER CO.
LIMITED
316 Notre Dame Street W. MONTREAL

The Deacon Shirt Co.

Belleville, Ont.

Manufacturers of:

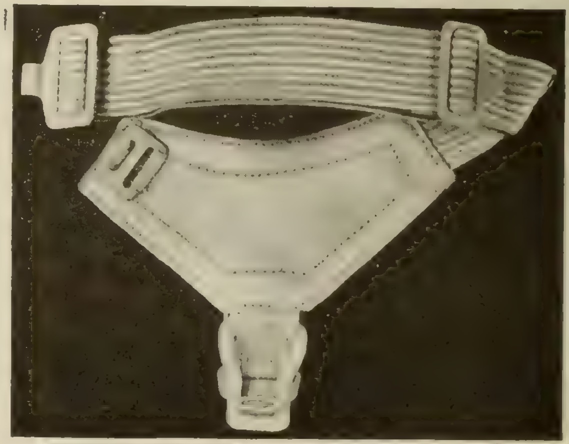
- **Working and Outing Shirts**
- **Flannels, all Shades**
- **Tweeds. Sateens**
- **Drills. Oxfords**
- **Flannelettes**
- **Night Shirts**
- **Pyjamas**
- **Boys' Waists**

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

The Deacon Shirt Co.
Belleville, Ontario

This is a "Hessco" Garter



Retails at 50c and 75c, Ivory Clasps and Buckles. No metal to rust or scratch. Good looking. Big value. Patented catch—simple and reliable.
Get a trial supply

HESSCO
Trade Mark
REGISTERED

Kitchener Suspender Co., Ltd.
KITCHENER, ONT.

BATHING SUITS

You know the Zimmerknit reputation for style, fit and finish and you will find these qualities strongly pronounced in this season's line of bathing suits. A full range of prices and large variety of colors. Order your stock early. Be prepared for the bathing season trade. We will gladly send you a supply of our beautiful color display material upon request.

ZIMMERMAN RELIANCE LIMITED

HAMILTON . . . CANADA

ZIMMERKNIT

You can feature nothing better than

"HERCULES"

BRAND

FINE SHIRTS and Work Shirts

The "Hercules" Shirts are just about as snappy from the point of view of Quality and Price Value as any aggressive dealer could wish to connect with.

The "Hercules" Pyjamas is another excellent line, a product of our new Montreal factory when we possess every facility for better values and better service.

The name "Hercules" is on all our men's wear lines. Look for it. It's your guarantee of sound customer satisfying values.

The Hercules Garment Co., Limited

Head Office : Montreal

Factories ; Montreal and Louiseville, P.Q.

Special Values

Direct from Mill To The Trade
Through Selling Agents

Stocks Carried in Montreal

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.

SELKIRK, SCOTLAND

ALSO

Grey and Fancy Worsteds
Blue and Black Serges

ENQUIRIES SOLICITED

C. E. ROBINSON & Co.

IMPORTERS AND COMMISSION MERCHANTS
10 VICTORIA STREET MONTREAL

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

The most comprehensive line of

Juvenile, Boys' and Young Men's Clothing

combining sterling merit

with

correct fashion

Schwartz & Jaffee, Inc., sell more Juvenile, Boys' and Young Men's Clothing to the most discriminating buyers than any other house in America. There's a Reason.

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT

An Everyday Demand

Carhartt's Allovers

The Carhartt Allover is the original Combination Overall. It has many imitators, but no equals.

Secure the best for your trade.

Insist on the Carhartt line.

A postcard will bring you samples direct to your store.

Hamilton Carhartt Cotton Mills, Limited

Manufacturers of Men's Overalls, Work Gloves, and Carhartt's One-Piece Allovers for Men, Women and Children . . . .

TORONTO MONTREAL WINNIPEG VANCOUVER LIVERPOOL

Lion Brand Bloomers

A juvenile line that for satisfaction cannot be excelled. Made by operators who have made a study of the boys' clothing problem and know how to put the wear-resisting qualities where the wear comes hardest.

Sorting orders on **Wash Goods for Boys** will be promptly attended to.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

A Trade Mark You Can Bank On

TAILOR CRAFT TRADE MARK

Men's Suits

Stylish, neat fabrics, well made and popular-priced.

School Suits

Get ready for the after-holiday demand. We have an unusually attractive range for the High School lads, etc.

Dominion Clothing Co.
157 St. Paul St. West Montreal

"OUR NEW HOME"

1202 St. Lawrence Blvd.
MONTREAL

CONTRACTOR
TO H.M. THE KING

WOLFE'S
CAPS
BRITISH
MADE
EXPRESSLY FOR

Where the capacity for the manufacture of

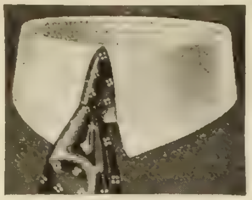
"WOLFE'S CAPS"

is just ten times greater than seven years ago.
A satisfied Canadian public has made it so.

Become one of our distributors.

A. HARRY WOLFE
LIMITED

MONTREAL TORONTO QUEBEC VANCOUVER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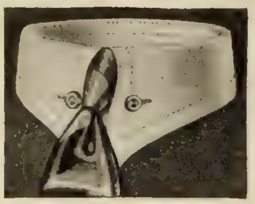
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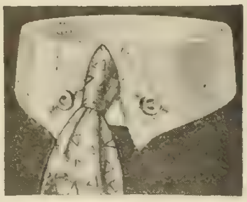
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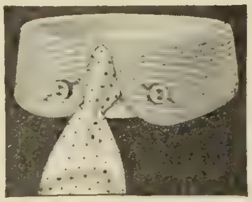
RADIANT

SANDLING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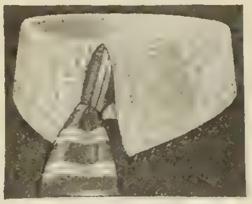
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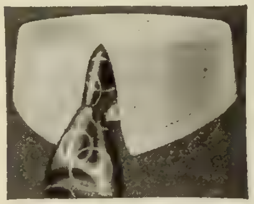
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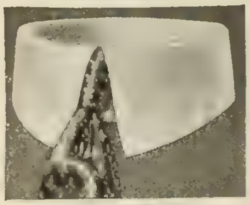
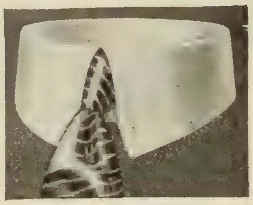
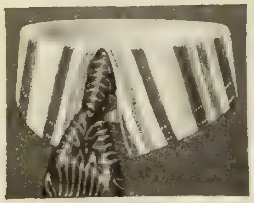

SHANTUNG

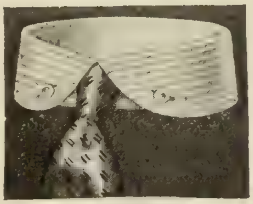
DERRY

LAWSON

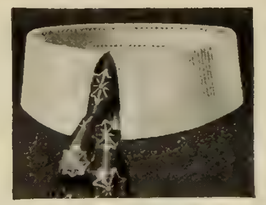

HOMEWOOD


BLAZER

MEADOWS


DOVER

WICKFORD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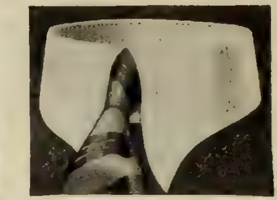
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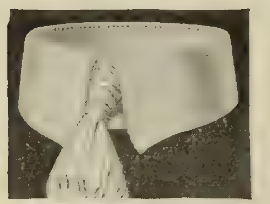
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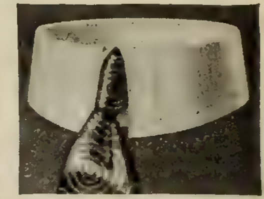
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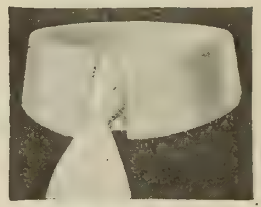
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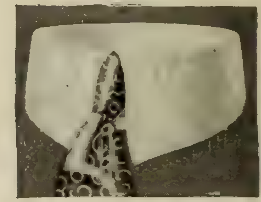
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MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX. TORONTO JULY, 1919 No. 7

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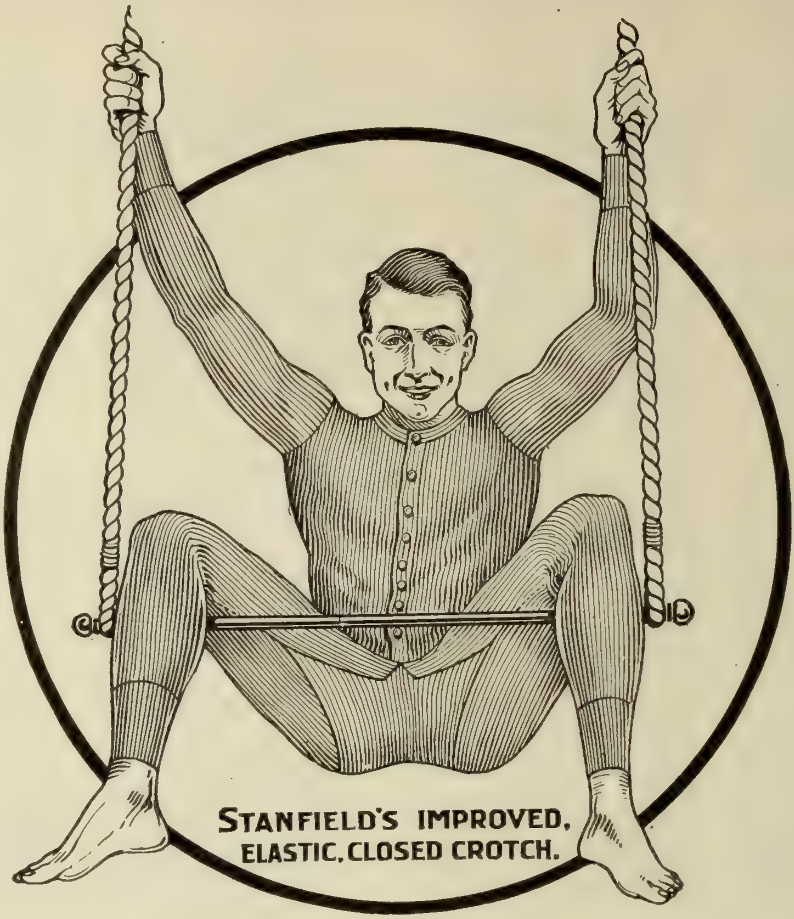

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, JULY, 1919 No. 7

HIGH COST OF LIVING COMMISSIONER RAISES HORNET'S NEST

Report That Middleman and Retail Merchants Are Taking Undue Profits and That Clothing Manufacturers Have Very Large Stocks on Hand is an Injustice to all Parties Concerned—Facts do Not Warrant Statement.

THE *following article appearing in a great many daily papers spread all over the country has created somewhat of a sensation and not a little criticism. The report as published is very misleading to the general public. Your editor has had a number of interviews with retailers, wholesalers and manufacturers and the opinions expressed are unanimous and are to the effect that Dr. McFall's statements are considerably overdrawn, that to their knowledge there is no glut of material on the market, that all prices on raw material and finished product are from ten to fifteen per cent. higher. And with shorter hours, higher wages and advanced overhead expenses, the retailer must naturally charge a great deal more to get the same profit as formerly. And that if there is any profiteering it can be traced right back to the mills and combines in Canada that have a stranglehold on the piece goods market. Undoubtedly there has been a great deal of speculation in cotton and wool and the speculators have made millions out of the transactions and at the expense of the public in general. Some mill owners our representatives called on last year stated that they were running without profit. It now appears that their net profits ran anywhere from twenty-two per cent. to seventy per cent. The nigger in the woodpile is not far from the mills and combination of mills here and abroad.*

THE OFFENDING ARTICLE

THE Cost of Living Commissioner is laying a report before the Minister of Labor which shows that prices of textiles and staple articles of clothing should decline in the near future.

The ordinary story of salesmen of such goods is that prices are going higher than ever before. In view of such alarming statements preliminary investigations have been made into the matter. Information collected from the leading manufacturers shows conclusively that in so far as the prices of the goods at the mill affect the situation these statements are utterly misleading.

The situation regarding woollens and worsteds is that Canada is more heavily supplied with raw materials than ever before in her history, and the price for the same is very much lower than last fall; the finished cloth is now coming on the market more freely than when the looms were engaged in weaving khaki cloth, and the cloth sold this Spring by the manufacturer, which should reach the weather this Fall, was sold at lower prices than the material sold last season. In many instances Canadian cloth for suitings and overcoatings is going forward for sale at an eight to ten per cent. decrease.

Unfortunate tor Soldiers

Apparently the middlemen are loaded with old stocks of the higher-priced materials, which they desire to sell to the public at the old prices. It is particularly unfortunate that soldiers should be stampeded into buying by such false rumors, when by waiting a little time for part of their outfit they should be able to buy at better advantage. These tales are causing an unhealthy demand upon the market, which in turn causes inflated prices.

In case of cottons the manufacturers' prices have also declined since last fall, and the stocks coming ahead for retail sale have cost the middleman decidedly less than earlier stocks. The retail price of such commodities should therefore be reduced.

Many Retailers Doubled Prices

Evidence at hand so far indicates that a moderation of profits should allow an immediate drop in prices. In addition to large and increasing manufacturers' profits the middlemen have added a very heavy percentage of profit to the manufacturers' prices. Evidence given in the report shows that in many cases the retail price is more than double the manufacturer's price, the margin taken by the middlemen is larger than the whole amount that went to the farmer, manufacturer, laborer. There are even cases of this shown where the goods were purchased direct from the manufacturer by the retailer.

This preliminary report will be tabled before the House Committee on the High Cost of Living. Further report on these commodities will be made later to the Minister of Labor.

Cannot Understand Where Commissioner Obtained Information

Mr. Johnston, of the firm of Randall & Johnston, when shown the above article, stated that as far as their business was concerned that they had been unable to secure twenty-five per cent. of its requirements in the Canadian market, and consequently were forced to go to Great Britain and the United States for their material. He produced price lists of Canadian manufacturers, which showed there had been an increase of fifteen cents and up on a yard of cloth during the past few months, and also lists from firms in the Old Country, where the increase ranged from 11s. 4d. to 15s. 5d. and 15s. 5d. to 17s. 5d., the last two weeks in May.

These British firms gave as their reason for the increase the shortening of working hours. They formerly had a sixty-four hour week, which had been reduced to fifty-six and would be further reduced to the forty-eight-hour basis before very long.

Production Affects Prices

Mr. Johnston believed that the shorter hours which had been granted workers in the needle trades had reduced the output by about ten per cent. As far as a drop in prices, he stated that he did not look for any change for a year at least.

Mr. Hobberlin Interviewed

The substance of the above was well borne out by Mr. A. M. Hobberlin, who said in the course of an interview that his firm had received demands from the union men for an increase of from 15 to 25 per cent., and that the cost of material was rising rather than falling. They had just recently been advised by their purchasing agent in the Old Country to do their purchasing in the United States, where the prices were lower.

Other Opinions

Mr. Birrell, of the Punchard-Birrell Company, stated that there had been a drop in price of cloth shortly after the signing of the armistice and this had led many to believe that the lower price upheaval was off to a fair start, but that this was only a myth is shown by the steady increases ever since. He stated further that as far as a surplus of goods in Canada that this would seem to be impossible, as he had had numbers of letters cancelling parts of his orders for material taken some time ago.

Mr. John Macdonald said that he did not agree with the article and further, he did not understand how it came to be sent out. Firms his company had standing orders with had asked that contracts be cancelled and to take delivery of goods several months later than was agreed upon. That there had been no drop in prices in England and that they did not expect any in Canada in the near future, and that even if there was a slight reduction, labor increases would more than offset the saving.

Montrealers Have Something to Say

"Absolutely false" is the way in which they characterize the commissioner's various statements, and that the supply of raw material in Canada is extremely small, that not a mill from the Atlantic to the Pacific can get a sufficient amount to make all the woollen goods that are demanded of it. The Saskatchewan wool which is used for all finer good grade materials is quoted to-day at five cents a pound more than the price at this time last year. Australian wool is still coming to Canadian mills in limited quantities only owing to lack of transportation. As for the cloth from Britain, Montreal agents point out that the price is advancing daily, that they are continually receiving cables from England adding another few pence to prices already quoted. Prices have advanced since the first of April nearly three shillings and delivery has been postponed till November at the earliest. Some of the largest buyers are unable to trace back an invoice that shows anything like the 10 per cent. decrease that Dr. McFaul had reference to. They acknowledge, however, that coarse Canadian wool is cheaper, but that clothiers cannot dispose of clothing made from such wool.

Globe Editorial

In spite of all these facts to the contrary, we find a member of the daily press taking a rise out of the retailer in the editorial columns. It rambles along the Commissioner's report and says: "The official explanation of high prices is the desire of the middlemen to sell off their old stocus of higher priced materials at the old prices. If this be true, the enterprising middlemen have caught the public coming and going. Many of them charged war prices for materials bought before the war. Are customers not now to get the benefit of cheaper goods until the dearer goods are off the shelves? There are charges of extortion—the rankest kind of profiteering, in the Commissioner's report, but what purpose will be served if the culprits are to be shielded by anonymity? The men who demand a profit of 100 per cent. and over on the necessaries of life should have the publicity they deserve. They should be put in stocks as a punishment to themselves and a protection to the public. The Parliamentary Committee should insist on knowing who they are, and on having the complete evidence upon which the charges are based."

The Retailers' Point of View

Mr. Frank Score, president of R. Score & Son, Toronto, made the following statement in reference to the statement of the Commissioner affecting the retail merchant. "I read with a great deal of amazement the most extraordinary statement of the High Cost of Living Commissioner at Ottawa relative to the prices of cloth and trimmings in men's wear. If there has been any profiteering or exorbitant profits made, such profits lie wholly and solely between the manufacturer and the wholesale jobber. Certainly, the retailer has not shared in them. The retailers are paying in Toronto and Canada generally more this season for material than last, and as for coming fall and winter prices, it is an obvious fact that they will be at least 25 per cent. higher than last season.

"Furthermore, even should the manufacturers reduce their prices 8 to 10 per cent., this reduction will be more than offset in the greatly increased cost of labor and doing business generally.

Palpably Incorrect

"How the Commissioner can make such a palpably incorrect statement it is difficult to see. He must either be lacking in knowledge of, or supplied with misleading information concerning the woollen situation. Or he is merely making the statement for the sake of having something to say.

"The unfortunate part of the incident is that the only man in the clothing business with whom the general public comes in contact with is the retailer. Consequently when prices go up it is the retailer who comes in for the abuse, whereas the fact is that the prices charged by the retailer are governed entirely by those paid to the wholesaler and manufacturer for his stock. It will be seen, therefore, that if prices do not go down, as predicted by the Commissioner, the retailer will bear the brunt of the public's resentment.

Personal Experience

"It is nothing less than silly on the part of the Commissioner to say that 'apparently the middlemen are loaded with old stocks of the higher-priced materials.' As a matter of plain fact—from my own personal experience—they are simply going from hand to mouth.

"The latest reports we have received from our broker in London are to the effect that British importations for the coming season will be extremely limited, the assortment exceedingly small, and prices at least 25 per cent. advanced."

Brantford Registers Complaint

The haberdashers in Brantford thoroughly resent the statements made by the Commissioner in his report on the high cost of living before the Government to the effect that the excessive profits of the retailer are largely responsible for the present high prices of clothing. They contradict the statement and say that it is absolutely untrue.

Vancouver Merchant's Convincing Facts

Mr. J. N. Harvey, haberdasher, of Vancouver, B.C., while in Toronto had the following comments to make on the clothing price controversy. "In the course of my travels I have met many manufacturers and larger retailers, who anticipating lower prices this Spring had laid in small stocks in comparison with former years. The sudden termination of the war and the quick demobilization of the fighting forces, all of whom required new outfits, which resulted in a heavy drain on the jobbers' stock and the manufacturers, who have been hard

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WICKER FURNITURE, SPORTS GOODS AND SUMMER LINES MAKE ATTRACTIVE DISPLAYS

Men's Wear Dealers in the East Take Advantage of the Hot Weather to Dress Their Windows With Timely Merchandise.

IT IS surprising the number of different ways there are of arranging a window with practically the same space and fixtures, and that it can be done is amply proved by the Montreal clothiers and furnishers. A MEN'S WEAR REVIEW representative was struck by the number of good displays there were within a couple of blocks, the attention they were getting from the window shopper, and withal the simplicity and lack of expensive decorations and equipment used to display the merchandise to such good advantage.

It was impossible to have photographs taken of all the windows with the short time allowed our representative, but a word picture may convey an idea and register an impression here and there, so keep your eye on the camera, fix a thirty-foot window in your mind, and see if following descriptions will give you an idea for the next window changing day.

Almy's store, for instance, had a most attractive window, simple, yet effective; it had a background of painted beaver board (which, by the way is a very useful and inexpensive material to use, as it may be painted any number of times and colors, and with the use of stencils a number of attractive and original designs can be painted on its surface). Grey wicker table in centre, a wicker chair in each corner, slightly forward; on the table a vase of flowers; draped from this was material going to centre of window and then to the arm of each chair; the only other decorations were Japanese umbrellas, one at the back of each chair. Between table and chairs two forms were placed with Palm Beach suits on; between these again and the chairs straw hats on stands, bat wing ties, arranged on iron below hats, two folded coats draped; directly in front of table, to left and right of these and slightly back, were two Panama hats on stands, gloves and white shoes at base. In front of chairs and forward, two more Summer suit coats on bust stands, with trousers arranged underneath, a hat and cap and soft collars placed on the floor here and there completed a very nice window.

Henry Morgan & Co. also used a grey background in their display relieved with blue plush or velvet hangings in each corner and centre, forming three panels, fumed oak table and chairs, grass mats and a wicker fern box were all the fixtures outside of the display forms used in this display; the table was used to display several silk shirts, a cane was carelessly protruding from under these, and a couple of ties fastened on this; underneath table were more shirts, a pair of shoes, socks, and soft collars; the arms of chairs were used to good advantage to drape neckwear and silk socks over, athletic underwear and shirts were arranged on seats and backs of chairs, two Summer suits on low stands were placed to right and left of table, between chairs, and in front of these and towards centre were two more suits slightly raised and draped from floor; in front of these and against window was a low fern box, and at either side of this and towards back were two pairs of silk pyjamas, one pink and one blue. The window was formal but the effect was good and tempted more than a few to come back and give it a good look over.

From there we naturally drift along to Goodwin's, Ltd. Here we find a buff background, light round wicker table on a large round grass mat about two feet from back wall, small potted trees in two back corners, life-sized figures, with Palm Beach suits on between these and table, and against back wall, sports trousers laid on table, with cane across, Panama hat at foot, cocks and shirt on undershelf. Hat stands to right and left, ties and handkerchiefs fastened on these, and shirts leaned up against base, to left and right of these Summer suits; slightly raised from floor, in front of table and right and left, two pairs of flannel trousers with extra belts coiled on legs, bowling balls in white bags in spaces to right and left of these, and against the window a pair of white and tan shoes, with socks of rainbow hues, and the window is complete. The effect is Summery and cool-looking, and the colors blend in very well with the light grey and Palm Beach suits grouped around. There was also a camera and case on table and a box of cigars; this gave it a sort of holiday appearance.

The window display at the Semi-Ready store, Peel and St. Catherine Streets, strikes a holiday note, and anyone going on a boat trip or any other sort of holiday would be greatly attracted by this display, as it seemed to

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Display of Summer Togs. Semi-Ready. St. Catharine St. & Windsor, Montreal

RETAIL MERCHANTS BEFORE HIGH COST OF LIVING COMMISSIONER

Two Prominent Merchants at Ottawa Give Straightforward Information and Facts Relative to High Cost of Clothing.

THE evidence given before the Cost of Living Committee by Mr. E. R. Fisher, the Sparks Street men's furnisher, was very interesting, and brought out several points which threw new light on some of the problems the committee is wrestling with. One of the points emphasized by Mr. Fisher was one he mentioned in an interview with him in the MEN'S WEAR REVIEW some months ago, viz., that much of the high price of clothing is paid for style. As the same point was brought out with regards to women's boots, it is worth making a note of.

He said that in many lines of clothing there has been very little advance until 1917-18, as many dealers laid in big stocks of staple goods in 1915-16. The advance in 1917-18 was about 50 per cent. Suits sold for twenty dollars in 1916 were now thirty dollars or more. Mr. Fisher's turnover for eight years averaged $140,000 a year, his expenses 27.23, and profit on turnover 7.61. He said that 50 per cent. of the stock now going out could not be replaced within 20 per cent. of what it sold for. In many cases wholesale prices to-day were higher than what retailers were getting. He showed the committee specimens of Forbes clothes which they used to buy at thirteen dollars a suit and sell for eighteen. They would now cost $25 to $27. As a whole the clothing men were not making as good profits as in 1914. He desired to refute the statement of Dr. McFall that cloth had gone down. Prices are up and the manufacturers will not guarantee delivery. In some cases where wholesalers got one hundred pieces last year they cannot get more than five this year. There is no surplus of woollen goods here or in Great Britain.

Mr. Fisher said there was not so much an abnormal demand for clothes as a rush for them. The men coming back were here before, but they are coming in large bodies, with whole outfits to buy. He did not think there was any profiteering among clothiers. If the retailer had not taken every dollar he could raise in 1914-15 it would not be possible to buy all wool suits for $25. The man who is paying high prices to-day is the man who is paying for style. To a member of the committee asked how the Scotland Woolen Mills could sell suits for twenty dollars, the witness said they were not clothes, but dirty rags, and he did not think they had a piece of Scotch goods in the place. They employ seamstresses, not tailors. He said the cloth men had been trying to put the blame for high prices on the retailer, and he was glad to see the facts brought out.

A merchant tailor, Mr. Preston, of George Preston & Sons, followed Mr. Fisher. They use imported goods altogether and some tweeds were 350 per cent. higher than they used to be. The price began to go up in 1915, and advanced steadily until the Spring of 1918, when it took a big jump. It went up about 40 per cent. in one year. Scotch tweeds now cost from $7.50 to $10 a yard. The cost of making has gone up 100 per cent., and of trimmings 350 per cent. In 1914 it cost $15 to make a suit, while it now cost from $25 to $30 according to the cloth. They charge from $50 to $75 for suits. Mr. Preston brought out the interesting point that the only mill they could buy from direct was the Oxford mills in Nova Scotia. The war was a great help to the woollen men in that it cleared out all their old stock at a good profit. The middleman was the one who was making the profit, and the retailer should be able to buy direct if he wanted to. The middleman gets 35 per cent. and the broker 1½ to 2½ more.

Current Events in Photograph

A FINE WAR CAPTURE

Submarine UC-97, 1918 model, which arrived at the port of Montreal, May 27, on its way to the Great Lakes. This submarine comes from New York and was towed in by the "Iroquois" and will make way to Detroit where it will be exposed for a few days. The UC was the means of getting numerous subscribers to the last Victory Loan held in New York. On the turret is the Imperial Eagle with two heads bearing the legend "Gott mitt uns."

EXPERT FAILS TO FIND 10 PER CENT. WOOL IN CLOTH SOLD AS PURE WOOL

A Startling Statement, That Invited Just Criticism From Those Implicated, Made in a Letter to Minister of Labor.

A STATEMENT *like the above, coming as it did on the heels of an article misrepresenting the clothiers, retail, wholesale and manufacturing, was bound to get the attention of the buying public and of the merchants as a body directly implicated in this unwarranted, unproved statement, written by an expert who finds "chicken" feathers and "wool of fur-bearing animals," going into the manufacture of* 100 *per cent. wool stock. That there are merchants in every city that are creating false impressions as to the nature of the cloth they are selling your editor will not gainsay, that there are others that are not familiar with the quality of goods they are selling is another undisputed fact, but that "reputable merchants sold suits representing them to be sixty per cent. wool," when in reality (according to Mr. Balcom) "they did not have a thread of wool in the cloth," seems somewhat farfetched. Either Mr. Balcom does not know what constitutes a reputable merchant, or else he is somewhat astray in his analysis of the samples submitted. Following is the letter written to the Minister of Labor, copy of which was sent to daily newspapers and published by them, and editorial comments.*

"Dear Sir:

"For some considerable time I have been making tests and analytically examining the samples of goods secured from various so-called reputable business manufacturers of the city of Toronto, and the discovery is simply appalling. As an example, one reputable business house sent me samples ranging from $45 to $75 for an ordinary suit, the higher-priced ones being guaranteed to be all wool, and on examining these, in no instance was there ten per cent. of wool in any of the cloth. On the contrary, the cloth was spun from woollen rags put together and a small amount of wool, that is what is known as new wool, and the fur clippings from various fur-bearing animals. Once in a while a chicken may contribute a part of it. Another reputable business house, with suits up to $55, claiming them to be sixty per cent. wool, did not have a thread of wool in the cloth.

"Now, if you will start an analytical examination you can easily verify my statements.

"I failed to find a yard of cloth anywhere that can possibly cost one dollar at the present price of labor and material, and I am prepared to prove m statement.

"I would like to correspond with you on the subject.

"Very truly yours,
"A. R. BALCOM.

"Toronto, June 9th."

The paper then goes on to say that these statements are made on the authority of a specialist, who is not trying to hide behind anonymity. The Minister of Labor should order an inquiry by his department or refer the letter to the Parliamentary Committee on the Cost of Living, which is now sitting. No doubt Mr. Balcom is prepared to submit his evidence, as he has invited correspondence on the matter. If he has made no mistake his evidence is "simply appalling," as he himself says. The public wants the searchlight turned on high prices to see what profiteering lurks beneath. Mr. Balcom's offer must not be rejected.

Clothiers and woollen merchants rightly took up the challenge and Mr. Carruthers, well known throughout the country, had the following comments to make relative to Mr. Balcom's "startling statement":

"As an Old Country woollen man of thirty-five years' experience, twelve of which have been spent in Canada catering to the best class of wholesale woollen merchants, clothing manufacturers, and high-class tailors, I take decided exception to the ridiculous statements Mr. Balcolm makes. I do not know what class of tailors he obtained the samples from which showed the analysis that in no 'instance was there 10 per cent. of wool in any of the cloth.' In justice to the firms I have supplied to a very large extent with high-class British woollen goods, I will defy the writer to prove his assertions, and also request him to submit the names of the firms he found guilty of such flagrant dishonesty.

"It is true that during the first years of the war we experimented on mixtures, in some cases containing as high as 40 per cent. cotton, but latterly such fabrics have been almost unsaleable, especially to a class of trade charging from $45 to $75 for a suit, and I would challenge Mr. Balcom to produce any piece of goods supplied through me from any British manufacturer that contains only the proportion of wool that he quotes. If he does I shall contribute for every piece the sum of $100 to any local charity that The Globe may determine upon. Again, if he fails to do this, I shall expect him to make a similar forfeit, and also to make public the names of the firms who are duping the public so abominably, and to apologize to my customers for having included them in this unjust generalization.

"Again, to quote from Mr. Balcom's letter, 'I fail to find a yard of cloth anywhere that can possibly cost one dollar at the present price of labor and material, and I am prepared to prove my statement.' In response, my warehouse is open to him for inspection and analysis, which I cordially invite, and I shall be pleased then to give him the names of the firms I have imported from.

"D. M. CARRUTHERS."

Following this we have another challenge from Joseph J. Follett, the well-known Toronto clothier.

"The challenge given to-day to Mr. Balcom by D. M. Carruthers has given me a great deal of satisfaction, and am pleased to see that he has taken up the cudgels so ably in defence of the woollen and tailoring trades in general.

"We might say that we are anxious that this matter be gone into by the proper authorities, as we are very much afraid that Mr. Carruthers' challenge will remain unanswered by the writer of 'a startling statement.' Should Mr. Balcom accept the challenge of Mr. Carruthers, we should be only too glad to assist in the matter by throwing open our store for his inspection with reference to the goods mentioned, of which we have made extensive purchases from Mr. Carruthers for a considerable number of years."

Then we have a complete and comprehensive statement by Robert Adkin, president of the Adkin Woollen Company, of Toronto, also a director of the Roberts Clothing Company, Toronto, who says: "I noticed an article in the daily papers some time ago on the high cost of living, written by A. R. Balcom, which was a copy of a letter sent to the Minister of Labor. It has caused a great deal of hilarity from those who know. I would like to see the samples of cloth he got from a reputable house, costing $45 to $75 per suit length, in which he states there is not 10 per cent. of wool. After dissecting, he says he finds the cloth was spun from woollen rags, together with a small quantity of wool and fur clippings, and once in a while a piece of chicken. He also mentions that he got samples from another reputable house with suits at $55, who claim that in the composition there is

60 per cent. wool, in which he could not locate one single thread of wool.

"To a man who has devoted the best part of his life to the study of woollens and worsteds of every make and in every process of manufacture from A to Z, the whole letter is absurd. A. R. Balcom may be a specialist in metal, but he cannot fathom by observation what those who have spent a lifetime are still trying to get to the bottom of.

"Another statement that appeals to me is the last one, in which he states he cannot find a yard of cloth that can cost one dollar at the present price of labor and material. This can be read both ways. As a matter of fact, there is no a cloth that can be made to-day at $1 per yard, 54 inches wide. If this man has any money to put up and is willing to back his statements with a guarantee and prove he knows what he is talking about I am ready to go into partnership with him to produce cloth at $1 per yard, and will even give him a margin on top of this, and put up all the money that will be necessary to run a mill and operate. I can assure him that I have had the experience and have a direct knowledge of woollen manufacture in every process, with twelve years' actual manufacturing and four years' study in lectures, designing, weaving, spinning, at Leeds University, which is considered the most up-to-date house of study on this subject in the world. Students come there from all parts of the world to get knowledge and even from the United States, that country with a superabundance of ideas, but who have a lot to learn from those staid old manufacturers in Yorkshire.

"If A. R. Balcom has a few hours to spare any time, I am willing to accept his challenge and prove to him that he cannot verify his statements from fact and also enlighten him on a few particulars connected with manufacture. Has he figured out that previous to the war the working-class people were receiving starvation wages and now that they have fought for their lives they intend to demand it? Also that there was an over-production, and immediately Britain went to war she took over all the mills and made them produce for army requirements, and supplies have been shut off all excepting about 15 per cent. for the past three years from Britain, who, outside of the United States, supplied three-fourths of the world? Labor went up by leaps and bounds, and is today about 200 per cent. higher. Scores of thousands of skilled operators who were not obliged went to war and have been lost. This reduces the output. The German U-boats sank all the shipping in sight. This included wool from Ausstralia. I doubt whether he has taken this into consideration and just figures that boats plying from Liverpool to Canada were the victims.

"While at this point, has he got any idea what the price of raw wool is in Australia, from whence the bulk comes, which has to travel twice as far as from here to England. To produce a yard of cloth at a suiting weight, say 16 ounces per yard, to be all wool, the wool in the raw state would cost at least $2.50, and from the raw state it has to undergo at least twenty processes before it goes on the market. Consider that in each process the cost of labor is away up and any man with a little logic will see that a good all-wool worsted will not lay down at less than $7 per yard. Then it is only in its infancy. Before it reaches the Canadian public duty has to be paid, freight, brokerage, and then to be produced into clothes it goes through several more processes, in which again the cost of labor figures in this country as well as in the Old Country—also the cost of giving out samples, overhead expenses, trading by different people, who do not lay out their money, time and study for years without at the end of the year having some little balance left as recompense. Every man cannot be a manufacturer and the few that are in business have worked hard and deserve to reap a little. I can prove positively that the manufacturers are not making half the profits now when prices are so high as they did in 1915, when prices were not very much less and much easier to secure. Any firm must do twice the business to get the same results as it did in that period. Consider the calls that are daily made—war duties in every shape and form; it is really remarkable to me how a lot of them make ends meet and stay in business. It is a fact that some operators and mechanics in clothing manufacture have received more in salary than the employer. Of course, there are a few who made money from speculation, which turned out wisely, buying when the import market was much lower, and taking a chance of losing their money should a drop come. If a man's business fail, it is not the public who suffer, it is a direct loss, and if he is fortunate enough to have a good year it may help him in the lean years.

"The prices of wool and labor are such that to produce cheaper cloths the only remedy is to find compositions. This was done previous to the war, being made from old rags, old clothing, sweepings-up from the mills, and collected from all parts of the world. These eventually were received by the mills in England, and spun up, combined with cotton. Some good cloths were produced, but owing to most of the countries being at war this is an impossibility. In some countries they had no clothes, and for a sure fact no rags. The largest source of supply was cut off. Is A. R. Balcom aware that 60 per cent. of the cloths produced in England before the war were made from old rags, also that (excepting in a worsted cloth) a cloth can be 50 per cent. wool and still it is not necessary that you should find a single thread that is pure wool? This is the gentle art of spinning of which they are experts in England. They can make yarns in thousands of ways by scribbling or carding processes. The best thing A. R. Balcom can do is to withdraw his ridiculous remarks and admit that he may know something about metals, but is in a fog when it comes to a real business, in which there are many experts in Europe who have spent all their lives and still admit that they have a lot to learn.

"We are always guided by the lay-down price of materials from England, and if it is possible to secure the goods all our materials are imported from the mills in England, but I can assure you that we have not seen a shipment for the past six months. In fact, the mills will not take orders in England, and all samples and prices have been withdrawn for some time. I am willing to bet this man that in spite of all his arguments there will not be a reduction in prices for the next twelve months; even if at that, and as soon as they are ready to accept orders I am ready to place them at whatever prices they ask.

"To sum up, I am ready and willing at any time to meet Mr. Balcom and give him a lot more information. Logically and not analytically, cloths at $1 per yard could only be produced providing we got the mill as a present and the yarns were stolen, and then it would keep him guessing.

"ROBERT ADKIN."

"Toronto, Ont."

New York retailers are getting rid of all their high cut shoes so as to hold none over for Fall. They state that the styles, lasts and leathers two seasons hence will be quite different from those in vogue the past season. Solid colors are preferred at present, grey kid, brown kid, all blacks in high cuts are selling well and low cuts are on the way. Tans are good but darker leathers in light weights will partially replace them for later Spring. Blacks, including patents, are also popular in regular pattern oxfords. Some of the new closed tongue pumps have two or three small bottons to imitate a buttoned oxford.

A Knu-bo tie especially adapted for the soft collar, designed and sold by the J. A. Sword Neckwear Co., Ltd., Toronto.

Alberta R.M.A. Convention a Success

Retailers in Session at Medicine Hat Hold Lively Sessions—President Outlines Legislation—Resolutions Adopted Are Numerous and Entail Wide Discussion—Stockdale Was There

RETAILERS *in Alberta got together at Medicine Hat for the annual meeting of the Retail Merchants' Association last week. A series of lively meetings was held and the discussion generally was very animated. This is one point wherein the sessions proved valuable—that is, in the discussion. It is this "open forum" idea which, when taken advantage of, proves of real value to those in attendance. Getting away from being just a listener can be a good thing. It opens up avenues from which knowledge is disseminated and absorbed. One comes away from such a gathering where ideas are exchanged feeling better—whether it is from helping the other fellow or being given a lift. The reports would indicate that the discussions proved a big feature of the Alberta gathering.*—EDITOR'S NOTE.

President's Address

THE sixth annual convention of the Alberta branch of the Retail Merchants' Association of Canada was opened at Medicine Hat, on June 3, with an address of welcome by Acting Mayor Huckvale, on behalf of the city.

President I. G. Gaetz addressed the delegates at the opening session of the convention as follows:

Another year has passed since our convention last July in the City of Edmonton. We had thought that conditions prevailing last year commercially were very extreme, but as time progressed we come up against problems we never dreamt of.

The great conflict which has been going on for the last very near five years has been terminated, the armies of the allied powers have been successful, and right, not might, has prevailed. We do not wish to think of any particular part of the allied armies being instrumental in winning the war. They all did their duty, and have suffered very heavily since the conflict started in August, 1914. We do, however, look with pride on the accomplishment of our own civilian Canadian Army. They have covered themselves with glory and placed the name Canada among the nations of the world.

Our men are now returning to take up their life amongst us again. This will be no easy matter for them. The strain of the great war has, in lots of cases, unsettled our boys, making it hard for them to adapt themselves to the conditions prevailing here, which are so different to what they have been accustomed to for the last four years.

It behooves us, as a body of organized retail merchants, to do our part in assisting these men in every fair and legal way to become again a part of our national and commercial life. Some of these boys went away while so young in years that it is going to be difficult to re-establish them, unless something is done to help them along. I believe the Government is now planning arrangements to meet all cases possible. It is our duty to aid the Government and see that these plans are carried out successfully.

We, as retail merchants, have a great duty during the reconstruction period. It is our duty to employ all returned men possible. Many of our former clerks formed part of our Canadian Army, and all who have been spared, and returned to us, that wish to take up their former vocations in life, it is up to us to see that their positions are available.

The Great War Veterans' Association in the different provinces of the Dominion are certainly taking a magnificent part in the reconstruction work, showing themselves in their actions to be very fair-minded and democratic in their principles. They will be a strong force in our national life, and it is up to us to give them our undivided support in every fair demand they make to our different governmental bodies, to aid in the re-establishment of their members in their different vocations, always remembering that had it not been for our volunteer army, together with our allies, that conditions might not be as favorable for us as they are today.

We are passing through a period of unrest in our Dominion to-day which most of us have never seen before, or never thought could occur. This is caused by conditions arising out of the past war and is supplemented by the high cost of living, the profiteering that has been carried on by the big interests, and other causes which I had hoped our Federal Government would have taken extreme measures to combat.

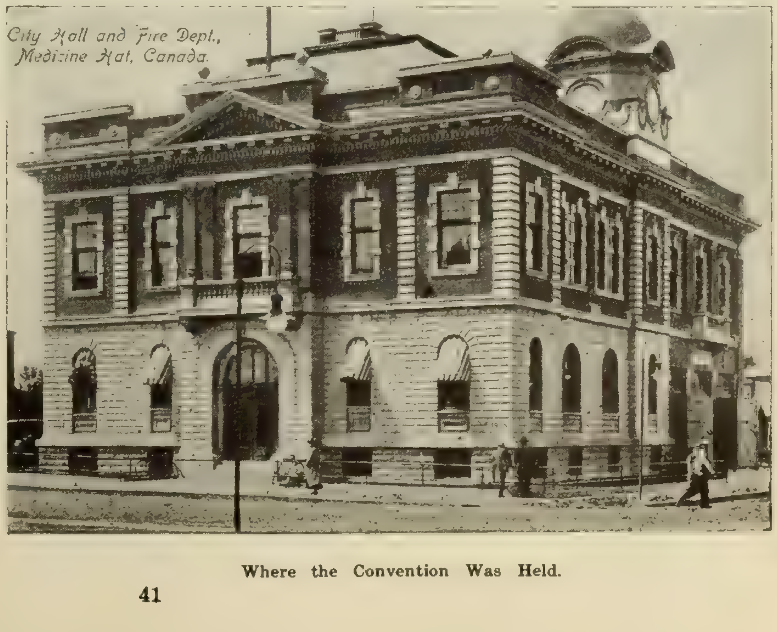
The strikes that have occurred in Western Canada during the past month have been very detrimental to our association. We, in the small cities and towns, have not been affected as in larger centres. I think it is very unfair that such a large number of our citizens in Western Canada should be made to suffer inconveniences when concerted action of our Government could no doubt bring this situation to a satisfactory end.

Our Provincial Association to-day is in a better condition than it has been in for some time; our membership is larger to-day than it has been for some years. The conditions prevailing have impressed the retail men of the Province that organization is the only way to accomplish ends. We will in the next year or so find greater need of stronger organization, and it behooves every retail man to give his earnest effort to the success of this association.

It appears to me in order to successfully carry out our work in Alberta that we should have a Provincial Secretary in the Province. This secretary should be, I think, in the capital city of Edmonton. My reasons for this are, that he could keep in touch with the Provincial Government, secure the copies of the Bills before the Legislature that we wish to secure to better our conditions. I have felt this need very much during the present year.

I would also like to make some arrangements with the Retail Merchants' Association of Saskatchewan to remain affiliated with them, so as to derive the benefits of their very complete organization, in their different branches they have initiated for their members, making our Provincial office, as it were, a sub-office of theirs. I advocate this step because I feel it would very materially reduce our cost of expense in running our Provincial office.

I can never forget the great work the Saskatchewan Retail Merchants' Association has done in Western Canada in aiding the retail trade, especially their help in Alberta, as I know personally that we would not be in existence to-day if it had not been for their efforts. They have a very strong organization, the strongest in the Dominion. The reason for this is in the service they have given their members. They have instituted so many different branches, namely, collection of old accounts, collecting of excess charges on freight bills, fire insurance, checking fire insurance policies, and a number of other items. They have an expert in every department. These are some of the privileges we could secure by not separating from them, and I think satisfactory arrange-



Where the Convention Was Held.

ments could be made with the Saskatchewan executive along these lines.

Legislation

We met the Alberta Provincial Government and placed before them requests for the following legislation:

An amendment to the Hawkers' and Pedlars' Act, raising the Provincial fee from $25.00 to $100.00 per year on foreign companies operating in the Province and making it necessary to take out a Provincial license before a local license is granted; also that that section of the Foreign Companies Act prohibiting municipal councils from assessing a license be repealed.

Small Debts Act be amended as follows: 1, That the amount that can be sued under the act be raised to $100. 2, The right of action in this district where the debt was contracted. 3, Providing for a garnishee summons. 4, Providing for a distress warrant.

An amendment to the Chattel Mortgage Act providing for preferential security on growing crops or crops to be grown covering the purchase price of such necessities of life as clothing, groceries, flour, meats, binder twine, etc. Such security to take second place only to seed grain liens.

The Factories Act was also discussed at some length.

Your executive were the means of having a course of commercial lectures given in the city of Edmonton during the last week in May; also in the city of Medicine Hat during the present month. This work has been carried on by the University of Alberta, and we hope is only the beginning of this good work.

In conclusion I wish to appeal to every retail man in the Province to assist this Association in their efforts to better the conditions of the retail trade. We wish you all to join with us, becoming members of the Association, boost for the Association whenever possible and help us to make this year the banner year for the Retail Merchants' Association in Alberta.

The epidemic of influenza which raged through this Western country last fall seriously affected our work of organization, throwing us behind some six weeks of two months, so that a large portion of Southern Alberta is behind, but two organizers are now busily engaged in bringing this up to date, and they are meeting with good success, increasing the membership to the Association at most of the points visited.

Moved by Mr. Beart, of Edmonton, seconded by A. F. LePage, Medicine Hat, that the President's address be adopted.—Carried.

Treasurer's Report

N. J. McDermid, treasurer of the Alberta branch of the R.M.A., made his report to the convention at the Thursday morning session. The report contained the following statement of finances:

Receipts to Dec. 31, 1918, including fees		$4,586
Disbursements	$1,152	
Organizers' expenses	1,645	
Due Dom. Association per capita tax	382	3,180
Balance		1,635

The Alberta branch is not responsible for any part of the expenses of the Saskatchewan office from which the operations of the R.M.A. in Alberta are directed. A credit of $500 advanced within the past few weeks from Secretary F. E. Raymond wipes out all liabilities of the Alberta branch.

The question of what Alberta members should pay for the services rendered by the Saskatchewan office was brought up. As outlined, Alberta has paid all its expenses with the exception of a pro ratio payment of office expenses.

T. A. GAETZ,
General merchant of Red Deer, Alta., elected President for the coming year.

President Gaetz explained to the 1918 convention Alberta was to pay 25 per cent. of the running expenses of the office at Saskatoon, though he added that this was not a hard and fast bargain.

W. J. Illsey, Calgary, thought 25 per cent. was too much for the service being rendered by the Saskatoon office to Alberta retailers. This proportion had been arrived at merely on the basis of comparative membership in the two associations.

The suggestion of a settlement with the Saskatchewan office was not favored by the delegates. On the other hand it was proposed to have the executive committees of the two associations meet and arrive at some working basis whereby Alberta might in future conduct its own affairs and handle its own finances.

A delegate from Edmonton suggested that the organization at Saskatoon give more service to Alberta retailers than had been done. He thought it unnecessary to talk settlement when Saskatchewan was handling the finances.

OFFICERS FOR 1919

President, T. A. Gaetz, Red Deer, General Merchant.

1st vice-president, A. F. LePage, Medicine Hat, Department.

2nd vice-president, Geo. F. Beart, Edmonton, Men's Wear.

Hon. secretary, J. W. Bawden, Lethbridge, Furniture.

Treasurer, N. J. McDermid, Calgary, Druggist.

Secretary, F. E. Raymond, Saskatoon.

The position of honorary secretary was the only one to change at the election of officers at the sixth annual convention.

Nominating committee consisted of following delegates: J. G. Robinson, Foremost; H. Hill, Taber; E. F. Purcell, Brooks; J. W. Bawden, Lethbridge; J. Kellas, Medicine Hat.

President Gaetz gave his opinion that a paid secretary should be appointed in the Province of Alberta, with office preferably at Edmonton, where legislation passing through the Provincial Government could be watched. He was of the opinion that the provincial membership could be greatly increased and better service given to Alberta retailers.

Secretary F. E. Raymond of the Saskatoon office was asked for a statement of the probable cost of maintaining an independent office in Alberta, and also for an expression of opinion as to the advisability of separating the provinces.

"I suggested that Alberta should take over its own affairs in 1917," said Mr. Raymond, going on to explain that when Saskatchewan retained the direction of affairs in Alberta at first one-half of the fees of Alberta retailers was kept in Saskatoon, whereas later $7 was turned back out of the $12 fee.

"We in Saskatoon merely wanted to put Alberta on its feet," continued Mr. Raymond, pointing to the fact that when the affairs of the province were taken over there was a deficit of some $2,500 to be met. This deficit has been paid off now. In regard to giving greater service, Mr. Raymond pointed out that all the services of the Saskatoon office are at the disposal of Alberta members.

"During the year 1918 we received $4,586 from Alberta," said Mr. Raymond, "but we lost half this amount by neglecting our work in Saskatchewan. We had two men with automobiles out as organizers, and before the cars worked in our province at all they had spent several months in Alberta in the interests of organization."

Mr. Raymond explained that northern Alberta had been well worked by the organizers and that in places visited the old membership had been retained and in some places increased 100 per cent. Interest in the organization was increasing as was evident from the larger attendance at the present convention. No charge had been made by the Saskatoon office to Alberta for postage, stationery, staff expenses, depreciation on motor cars, etc.

At this point Mr. Raymond outlined the expenses of the Saskatoon office for one year which totalled approximately $1,000 per month.

"Saskatchewan is willing to settle on the basis of the actual expense of carrying on the work in Alberta," added Mr. Raymond, who favored the idea of taking the responsibility for handling Alberta affairs out of his jurisdiction.

"A good secretary and a good organizer in the field could carry the work on sucessfully if we did not pay you five cents," said Mr. Raymond, pointing to the fact that the Saskatchewan organization started in 1913 in debt, while it now had $6,000 to its credit.

A resolution to leave the settlement of the matter to the executive committees of the two provinces as soon as a joint meeting could be arranged was moved by W. J. Illsey, seconded by H. S. Ireland, Medicine Hat, and carried by the convention.

At this point President Gaetz addressed the delegates further on this subject, having in mind his long experience with the association.

"We should have a paid secretary in Edmonton," said Mr. Gaetz. "More attention should be paid to the Alberta branch of the R.M.A. Up until last February matters were very quiet regarding retail matters in the province. This is because we could not do anything else. Saskatchewan did the work. Conditions have now changed. Every day there are questions coming up in the province due to the reconstruction period being here. It is up to the retailers to be awake. Legislation affecting the retail merchants is coming up every day. The time has come when we should take some steps to combat certain legislation. We should have someone to look after our interests in the province and see that nothing more is put over as has been done in previous years. I do not favor eliminating ourselves altogether from the Saskatoon office. They have put our association on the footing it has to-day. I have no doubt that a settlement will be arrived at between the two executives.

"I suggest that there be a good capable man secured for the position of secretary. It is better to have a man who does not need to devote all his time to the work. I suggest we open an office in Edmonton and have the secretary attend to all correspondence with retailers, etc. Freight claims should be sent for adjustment to the Saskatoon office. Some services it would not pay us to duplicate in this province."

Half Holiday and Early Closing

The question of setting aside a certain day for the half holiday each week and of securing legislation in regard to a stated hour of closing was proposed, though opposition was taken by several delegates to the discussion of this question which has so often been left with no solution.

Replying to Delegate H. Hill, Taber, President Gaetz stated that he had hoped to get some data from the retailers before the next session of the legislature. A Bill had been brought in at the last session but had been laid over. He had been informed it would come up before the next session.

"Premier Stewart told me the Retail Merchants' Association would be given notice before any Bills were put through affecting merchants of this province," said Mr. Gaetz, expressing his opinion that the only satisfactory way to settle the matter was to have a compulsory holiday declared on a specific day.

A. F. Le Page stated that the Government and Trades and Labor Council were appointing a commission to recommend which day was preferred for the holiday by the various municipalities. Merchants of Medicine Hat preferred Wednesday.

"The Government appointed a commission to sit in Calgary, Medicine Hat, and Edmonton," explained Mr. Gaetz.

"We want something that will apply to all the people all the time," said Mr. H. S. Ireland. "This legislation will be framed on about 25 per cent. of the merchants and will not take into consideration the smaller towns where the merchants work much harder than we do."

Mr. Le Page thought it was the intention of the Government to consider the rural districts in the matter.

R. H. Anderson, Taber, thought the closing hour was a more important matter than that of a half holiday. "The retailer should not work 12 to 14 hours when other trades are working only 8 hours," said Mr. Anderson.

One delegate quoted Mr. Pingle, M.P., as stating that a Shops Act will be framed affecting every constituency, and that the Retail Merchants' Association should draft legislation providing for the taking of shops out of the Factories Act.

When meeting Premier Stewart, Mr. Gaetz stated that he did not know whether to ask for an amendment to the Factories Act or ask for shops to be taken out of that Act.

On the motion of Mr. H. S. Ireland a resolution making one of the first duties of the new executive the drafting of a Shops Act that would bring forth wise legislation for the whole province was put. The resolution further provided for the submission of such legislation to expert counsel so that no mistake will be made in placing the matter before the Government. The motion was carried unanimously.

The matter of early closing and the question of a half holiday are matters to be included in the resolution, taking into consideration the report of the commission.

Wednesday afternoon closing with a closing hour of 6 p.m. on week days, and 9.30 p.m. on Saturdays was favored by the majority of delegates present, though it was conceded that in many cases this plan would not work out to advantage.

Insurance Writing

The question of extending the services of the Retail Merchants' Mutual Fire Insurance Company of Saskatchewan to members in the Province of Alberta was a live topic at the convention, and action along this line was looked upon as one of the important steps taken by the delegates.

President Gaetz brought the matter to the attention of the convention, expressing his opinion that he thought it advisable to have the insurance operative in Alberta.

"This is one of the services it would not pay us to duplicate" said Mr. Gaetz. "In order to operate here we must deposit with the Provincial Government a guarantee fund of $10,000. A resolution was passed by the officials of the company in Saskatchewan that when 500 members could be secured in Alberta, each paying an application fee of $5, that the company would deposit the $10,000 and commence operations in Alberta. It was impossible at that time to do anything as 500 members were not in sight," added Mr. Gaetz.

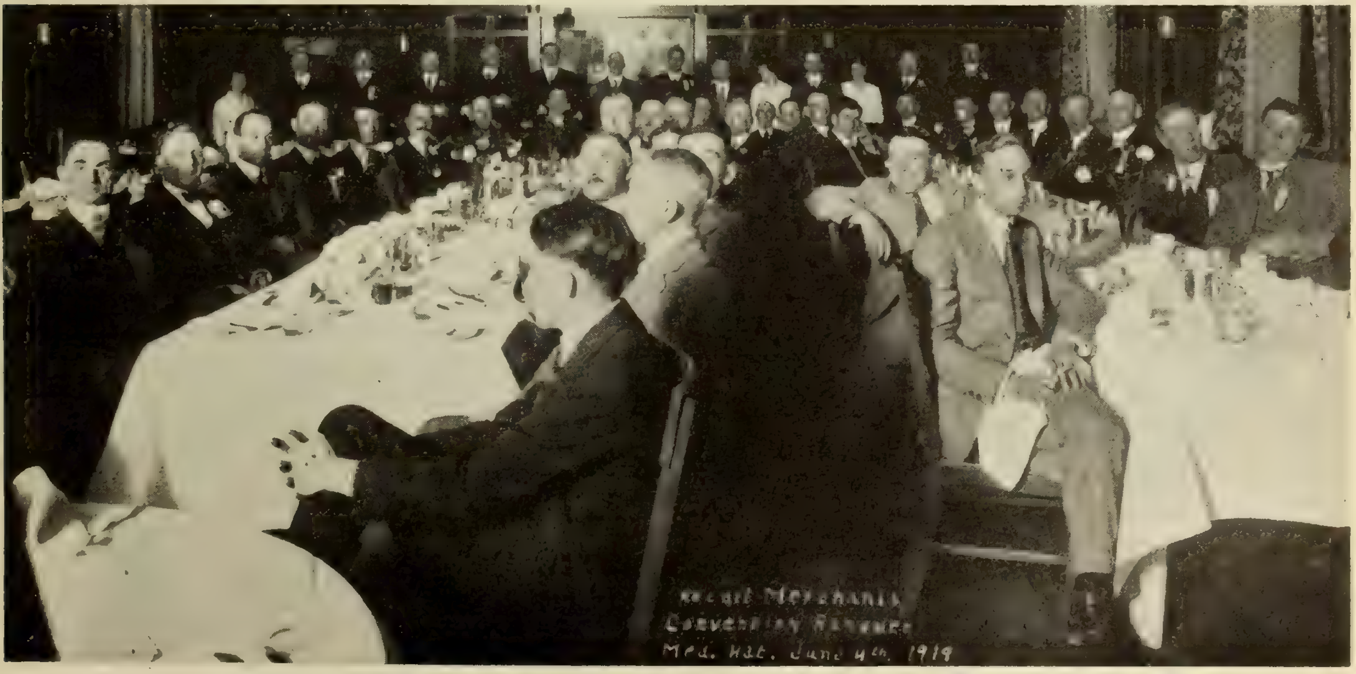
At this point Secretary Raymond took the floor to explain the matter in detail, pointing out that with the deposit of $5 each by even 300 members he thought the matter could be arranged satisfactorily. Explaining the benefits of the organization Mr. Raymond explained that over $1,000,000 of business is in force to-day with $60,000 of a surplus.

As to premium payments Mr. Raymond pointed out that where the board rate is, say, $40, this amount is deposited to the credit of the policyholder as a guarantee premium deposit. The assessment of the R. M. company has so far been equivalent to only 75 per cent. of the board rate. The guarantee premium deposit is merely a guarantee that the policyholder will pay his assessment.

The saving on a $1,000 policy would be equal to the membership fee in the association, and this could be used as an argument for increasing the membership of the R.M.A. Last year the risk had been increased to $2,000 in country places and to $4,000 in cities. The doubling of the risk taken naturally doubles the saving to policyholders.

Mr. Raymond stated that the company could afford to assess at 50 per cent. of the board rate but that the assessment of 75 per cent. was made to help in building up a surplus so that the amount of risk can be increased.

The $5 application fee is a guarantee of good faith desired by the directors of the company. The money is held in trust and



Banquet of the Alberta Retail Merchants' Association in Convention at Medicine Hat, last week returned if no business is written. This is not an annual fee and it furthermore covers any number of business places owned by an individual merchant.

Board adjusters are employed, and the expenses of adjusting distributed pro rata. Losses of the Saskatchewan company in 1918 were about $5,000. Only members of the association are insured.

J. B. Gillies, Edmonton, thought this matter was one of the "big things" the association had done and stated that he could speak for Edmonton merchants in saying they would be willing to avail themselves of the opportunity.

On the suggestion of President Gaetz, that each member work up his own territory, offers were forthcoming from E. F. Purcell, Brooks; J. B. Gillies, J. W. Bawden, Lethbridge, and others.

A resolution proposed by J. B. Gillies requesting the new executive to take active steps to have the R. M. Mutual Fire Insurance Company's advantages placed before the retail merchants of Alberta Province as soon as possible, was seconded by J. W. Bawden, and carried.

Resolutions Cause Wide Discussion

Wholesalers Aid Chinese Merchants

A RESOLUTION which brought forth much discussion during the Wednesday morning session of the convention was that dealing with Chinese engaging in the grocery, restaurant and confectionery business. Mr. Watson, Grassy Lake, called the attention of the retailers to the dire need of action, particularly in the smaller centres.

"In Grassy Lake we have four Chinese joints and a fifth one is soon coming. This class of competition is unfair," said Mr. Watson. "The Chinaman lives on very little, and unfortunately seems to have the sympathy of a large number of our white townspeople. The Chinaman never takes a holiday and in our case the Chinese stores were open even on Sundays up until a short time ago. Many farmers find it more convenient to come to town on Sunday than any other day and they buy from the Chinese and pay cash for their purchases, whereas, they expect and get credit from the white merchant. In our case sanitary inspectors advised the local health board to close the Chinese places of business, so unsanitary was their way of living and in close proximity to the foodstuffs being sold in the store.

Club Together

"The Chinese club together and are able to undersell us," continued Mr. Watson, "and when I brought the matter to the attention of the wholesale grocers they say, "If they don't sell to the Chinaman then someone else will'."

A resolution empowering the executive to use its influence to bring about similar legislation in Alberta to that adopted by the Province of Manitoba in regard to the Chinese question was proposed by Mr. Watson and seconded by Mr. J. H. Anderson, Taber.

"The yellow race is coming in as a thief in the night," said Mr. Anderson. "You in the larger centres do not see it as vividly as we, but we see that these people are taking away our very birthright. There is one feature of the Chinese labor question with which we cannot cope, and that is their apprenticeship system of securing labor. The Chinese merchant who has been in business here returns to the Old Country and brings out ten boys, paying the head tax in each case. These boys return in labor the equivalent of the tax, while the merchant has to pay the union wages. This is one reason why the Chinese merchant can undersell us. The yellow race can never assimilate with the white and the sooner we realize this the better."

A Serious Matter

H. S. Ireland stated that the growth of Orientalism in Canada was a very serious matter and one to which the Retail Merchants' Association could well devote much attention.

"I charge it to the wholesale grocer that the Chinaman has the support of the wholesaler," said Mr. Robinson, amid an outburst of applause, "and I could name the wholesaler," he added, speaking of his own district.

NEXT CONVENTION

The next convention is very likely to be held in the city of Calgary. The matter was left to the Executive for decision, but president Goetz expressed himself in favor of Calgary, thinking a meeting in that city would do most good for a local organization of retailers.

Calgary delegates presented a strong case for taking the next convenient to that city.

Continuing, Mr. Robinson stated that in his town no white merchant was handling confectionery because there were five Chinese "dumps" selling ice cream and candy.

"The membership of the Retail Merchants' Association will be increased and its members will become more active if they know the Association is working along this line in their interests."

Mr. Fraser, Pincher Creek—"The solution of this problem is in our hands and we can lay down an ultimatum to those on whom we depend for our supplies as to whether they are going to supply the Chinaman or the white man. If we keep a stiff upper lip in our dealings with the wholesalers we will solve this difficulty."

Local Conditions

Mr. Hill, Bow Island—"Local conditions affect us first. In our town there are three Chinese employers and twenty-two Chinese employees. They are not spending a cent in the town. They buy their foodstuffs from the wholesaler and clothing from the larger centres. The Chinaman has no honor. They give their word of honor to close at a certain hour and then deliberately remain open as long as they please. Much of the sympathy with the Chinaman is because he gives a service by keeping open at all hours which no other class of merchant will do.

"We may have to resort to violent means if our legislators do not take action."

Mr. Hill stated that in a Montana town a Chinaman is so disliked that if one is seen on the street he is promptly knocked down and when taken in hand by the police is fined for disturbing the peace.

"If I am appointed Justice of the Peace in Bow Island, I will get white men to knock down all the Chinamen and we will fine the Chinks $10 and give $5 to the white man who started the trouble," said Mr. Hill in conclusion.

A delegate from Lethbridge stated that the Great War Veterans' Associations were in accord with this movement, but they were delaying action until the R.M.A. stated their position.

Urges Co-operation

Frank Stockdale made a passing reference to the Chinese problem before opening his address on "Opportunities in Retail Advertising."

"While you do not want to mix your civilization with the Chinese, you want to learn one thing from them," said Mr. Stockdale "The Chinese are winning because they know how to work together, and when merchants come to this point the Chinese question will vanish. If it requires to wipe two hundred retailers out of business to accomplish this end it will be well worth while. One merchant cannot stand alone against the Chinese combined. As regards the wholesaler you will find the reason he likes the Chinese business is because when he sells one he sells the whole group, because the Chinese stick together in their buying. A programme of education among retail merchants is very much needed, and we can well start with the solution of the Chinese problem in our own cases in our own towns."

Other resolutions adopted at this session were as follows:—

Grants to Soldiers

Moved by G. F. Beart, Edmonton; seconded by J. M. Cooper, Medicine Hat. "The executive should forthwith proceed to give its support to the granting of a bonus to all returned soldiers of the Great War, varying from $1,000 to $2,000 each, having regard to the details of their service. That this resolution be forwarded to the Dominion Secretary to be presented to the authorities concerned."

Mr. Beart, who moved the resolution said he had talked with many returned men and acquired their viewpoint. One old soldier who had served in this war and had also sent his two sons, had told him of the Rhyl riots which he had said was the "first evidence of the stupidity of the Canadian Government."

Few of the men in big centres had homes and thousands of them were without work or homes. The street corners every night were occupied by soldiers openly preaching disloyalty and Bolshevism. The authorities left them alone because if they were roughly handled they would grow and spread into thousands.

It must be recognized that Canada only gives a summer's work and but seldom gives a working man a full year's work and this year when everyone is highly strung, hysterical and ready to fly off the handle it is well to remember that when fall comes we will have spent our money.

Land Settlements

Regarding the land settlement scheme, Mr. Beart said the terms offered to the soldier by the Government were almost as good as the C.P.R. offered to anybody and the size of the staff needed to administer the scheme was so large that they were wondering how they could pay them, creating a big overhead to be charged up to the taxpayer.

To meet the amount needed for the soldiers' bonus scheme would require $830,000,000, about one-third more than the last war loan. Based on a very conservative estimate of four million people in Canada and disregarding the natural increase in population 2½ cents a day paid for twenty-five years would wipe off this amount.

For that sum we could provide a standing army to stand between us and evil for the next two years. It would take that time for the hysteria bred of the past four years to pass away; for everyone to become mentally normal again.

After alluding to the broken and disabled soldiers, he said: "Nothing we can do will repay them. We must get into the frame of

mind to do the just thing because it is the just thing or we are not decent citizens. We can't expect the Government to take a step like this unless the people are behind it. So that if a soldier is short of money in the fall he'll wait, because he will know the right thing will be done.

"If we don't try and help the soldier and he falls into the hands of the Red element you have no idea what it will mean."

The resolution was seconded by Mr. J. Cooper and was passed unanimously with a standing vote.

Foreign Companies Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Scott, Edmonton:

"The Dominion Executive Council and the Provincial Executive for Alberta shall take up with the Dominion and Provincial Governments the question of legislation demanding that the Foreign Companies Act be amended, making it necessary for such companies operating in the various provinces throughout Canada and selling to any person in Canada in the wholesale or retail trade, be assessed in the Provincial and Municipal license fee."

Small Debts Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Kellas, Medicine Hat:

"Whereas, the Association has been informed that several of its members have tried to put the Small Debts Act into operation and have failed to get the police magistrate or justices of peace to act, on the plea that there is no remuneration to them provided in the Act, therefore, be it resolved that a schedule of fees be published by the Government immediately and that a copy of such schedule be forwarded immediately upon publication to the secretary of each provincial branch of the R.M.A."

Endorse Coast to Coast Trip

Moved by H. S. Ireland, seconded by Mr. Black, Medicine Hat:

"That this convention endorse the proposed coast to coast excursion to be held during the coming summer."

Mr. T. A. Gaetz, past president, explained that it was planned to have the excursion follow a route from Halifax to Vancouver through Regina, Moose Jaw and Calgary, returning to Calgary and proceeding north to Edmonton, thence to Saskatoon, Winnipeg and returning east.

In reply to a request from Mr. Illsey, for information re the programme cost to merchants, etc., Mr. Gaetz explained that an expression of opinion regarding the principle of the matter was all that was required.

Commercial Education

Moved by Mr. Gillies, Edmonton; seconded by Mr. Illsey:

"The executive shall be empowered to select a committee representing the commercial interest to work in co-operation with the authorities of the University of Manitoba in connection with the courses in commercial education."

Speaking to the motion Mr. Gaetz stated that the universities wanted to take action along this line. They were paying Mr Stockdale's expenses and were agreeable to continuing the lectures each year. The committee to be appointed was to see that this work was carried on.

Mr. Illsey asked that a tax be made on business men to defray the cost of the course as the university could not easily spare the money.

Secretary F. E. Raymond outlined the plan for commercial education during the next year. The idea was to select twenty centres throughout the Province and to hold a more intensive course in commercial education than has been done in the past. A lecture would be held one evening with a conference in the morning and afternoon of the following day. There would be two courses, one in the spring and one in the fall. The cost would be $160 per course, or a total of $320 for the year. Twenty districts would cost $6.400. There would be an allowance of $200 made for advertising. Mr. Raymond stated that the university would be willing to set aside $3,000 for this purpose, leaving the cost to the merchants $3,200. A guarantee of $4 from forty merchants would be necessary in each district. It was explained that should greater revenue be secured from districts containing a large number of merchants, this money would be used for assisting the smaller districts.

Moved by Mr. Gillies, Edmonton, and seconded by Mr. J. Kellas, Medicine Hat, the resolution was adopted.

"Resolved, that this convention request the incoming executive to continue the efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

The above resolution was adopted on motion of Mr. Illsey, Calgary, and Mr. Gillies, Edmonton.

Mr. Raymond explained that the object was to prevent produce dealers and collection agencies starting up in business and after obtaining large quantities of produce and money from collections to decamp. This had happened on numerous occasions in the past and a bond with the Government would put a stop to this practice.

"Resolved, that this convention is strongly of opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and good merchandising, and should be strictly avoided by all retail merchants. Further, that the Dominion executive should be urged to continue their efforts in favoring the passing of legislation making such contests a continual offense."

On motion of Mr. A. F. LePage, Medicine Hat, and Mr. Illsey, Calgary, the above resolution was adopted after several incidents had been related of how merchants had been victimized in these contests.

Convention Briefs

There was no question of the Wednesday afternoon session of the convention starting on time. A great deal of interest was taken by the delegates in the various industries visited in Medicine Hat and Redcliffe, on the motor tour in charge of H. S. Ireland on that afternoon.

The Chinese merchants came in for a lot of hard knocks, but Mr. Stockdale saw one redeeming feature and one which white merchants can learn from the yellow race, and that is co-operation. Even though Mr. Stockdale emphasized that the best advertising possible was the knocks from competitors, several merchants continued to hammer the Chinaman. It is significant that a number of such delegates told of eating in Chinese restaurants.

Custom and advertising are poor ways to combat such a retail problem as the Chinese merchant offers.

The Resolutions Committee included the following delegates: Hill, Taber; Illsey, Calgary; Scott, Edmonton; J. Kellas, Medicine Hat; and Gillies, Edmonton.

List of Delegates

Bow Island, J. W. Hird, T. R. Blaine; Burdett, Geo. Lomas; Brooks, E. F. Purcell; Calgary, W. J. Illsey, N. I. McDermid; Cardston, W. H. Duce; Edmonton, Geo. Beart, E. H. Scott, J. B. Gillies; Foremost, J. G. Robinson; Grassey Lake, J. H. Watson; Jenner, C. J. Williamson, Thos. Wilton; Lacombe, W. N. Morrison; Lethbridge, J. W. Bawden, E. M. Ryland; Olds, A. P. Chase; Oyen, S. G. Miller; Pincher Creek, W. A. Fraser; Regina, G. W. Anderson; Red Deer, T. A. Gaetz and wife, W. E. Lord; Saskatoon, M. E. Raymond, A. Hallam, C. L. Kilburn; Suffield, J. F. Powers; Taber, E. Venville, J. J. Horrigan, R. H. Anderson, H. Hill, A. L. Wood; Winnifred, M. H. Smith; Winnipeg, H. L. Southall, J. A. Banfield; Medicine Hat, Thos. Bell, J. P. Mitchell, H. G. W. Forster, H Brown, J. Bullivant, S. Silver, J. M. Cooper, W. J. Fleming, H. S. Ireland, James Kellas, W. B. Kester, F. C. Taylor, S. E. Gust, D. Mitchell, C. S. Pingle, W. F. Foster, J H. Bell; A. Macpherson, A. F. LePage, P. Yeo.

INDUSTRIAL EXPANSION IN ALBERTA

Mayor Brown outlined some of the plans of the Provincial Government for the development of the Province of Alberta at the banquet held in the Cecil Hotel on Wednesday evening. He stated that experts had been employed to report on the resources of the province. Mention was made of the forthcoming Congress to be held in Calgary to which four or five hundred manufacturers from Eastern Canada and the United States would come. Mayor Brown urged the co-operation of the retail merchants of the province.

"This is one of the most important movements in Western Canada," said the Mayor. "The merchants will benefit as much as anyone, and it must be remembered that the development of one section of the province will help every other section."

DEATH OF WOOLLEN MANUFACTURER

Mr. E. T. Dufton, of the Dufton Woollen Mills, possibly the oldest manufacturer in Stratford, Ont., died June 3, from hardening of the arteries. Mr. Dufton was born in Pudsey, Yorkshire, Eng., 73 years ago, and came to Canada when only three years old. For 37 years he was the manager of the business at Stratford. In 1903 he was elected vice-president of the Western branch of the Manufacturers' Association of Canada. In 1905 he was one of the three manufacturers chosen to represent the association before the Government on the tariff question. In his own city, Mr. Dufton was also most active in trade matters, and was a valued member of the Board of Trade and on its organization of the Chamber of Comerce.

HOW THE DOWLER BROTHERS MADE GOOD

A Brief History of the Enterprising Firm of R. H. & J. Dowler, Whose Four Big Gents' Furnishings Stores in St. Thomas, London, Windsor and Sarnia are the Most Up-to-the-Minute Chain in Canada; Their Novel Methods of Co-operative Buying and Advertising and Their Golden Rules of Business Explained.

By L. B. BIRDSALL

STRICT attention to business, giving people absolute value for their money, producing reliable merchandise at the opportune time, and backing up publicity with the advertised goods and not inferior substitutes; these are the golden rules of big business that the R. H. & J. Dowler Company of St. Thomas, London, Windsor and Sarnia, have adopted since their first venture in the clothing game in St. Thomas nearly seventeen years ago.

The success of these two genial gentlemen from old Erin has been phenomenal. Starting with limited capital, they more than offset this financial handicap by possessing themselves of unlimited amounts of twenty karat enthusiasm and optimism. They had youth, healthy imaginations, and loads of initiative. From the very beginning they saw the advantage of catering to the young men's trade. They secured it from the start through the application of original advertising and selling methods. They distinguished themselves from the other clothing men by adopting the title, "The Young Man's Store" for their place of business.

Soon they found that their original quarters were entirely inadequate to accommodate their increasing trade. With the same pep and determination that had started them in business, the Dowler brothers erected the present large block that they occupy in Talbot Street, St. Thomas.

Eight years ago the progressive city of London attracted them and they opened a large gents' furnishings store on Dundas Street. Windsor came next, in 1919, an inviting store being started in Sandwich Street of the thriving border city. One year ago the fourth link in the chain was completed when the stock and business of McDonald Brothers, Sarnia, was purchased, and the "Dowler Brand Clothing" sign fastened over the door.

There are other links destined for the Dowler chain. Just where the next store or stores will be opened, the management are not prepared to divulge. It is a certainty, however, that they will expand, established as they are, in a growing country—a land with a wonderful future.

Buying, the Keynote

"We make our money through careful and economical buying," explained Mr. John Dowler, the junior member of the firm. "That is the keynote, the secret of success in a retail business. Profits cannot be made in selling goods if they haven't been bought right."

R. H. and J. Dowler Company are particularly efficient buyers. They have novel and commendable methods. They invariably take their employees into their confidence. Round table conferences are held and everyone is encouraged to offer his suggestions. In this way the management are enabled to select the best observations and views of their salespeople and use them—nine times out of ten—to good advantage. If a clerk is not familiar with the likes and dislikes of the buying public, then no one is.

Co-operative buying for the four stores requires much insight and foresight. Every store manager is given an opportunity to display his abilities along this difficult line. In consequence the buying centre changes from season to season. At present the bulk of the buying for the entire four stores is being done in London. Previously, St. Thomas was the headquarters of the travelling salesmen.

The Dowler brothers are firm believers in specializing and quantity purchasing. They speculate on future conditions based on the present supply and demand, and they win.

One price to all.

Dowlers' stores are noted for uniform prices. Every article is marked in plain figures and there is one price for everybody. They have no due bill systems. If a customer is not satisfied with the goods he has purchased his money is cheerfully refunded. This is a concrete business policy in all the stores. In the instructions given the embryonic salesman, this rule is paramount. He must learn to smile as pleasantly when he is returning to a customer the money paid for an article as he did when he made the sale. It is well to mention that there are few instances where the money has to be returned. Behind this up-to-the-minute service is quality—one hundred per cent. value.

An experienced staff of loyal clerks have been installed in each store. Some of them have been with the Dowler boys almost from the beginning. Many of them have been employed for ten or twelve years. They thoroughly understand the business.

"We are proud of the fact that most of our salesmen have learned the game with us," declared Mr. Dowler. "They are resourceful and self-reliant, and they make customers—not lose them."

Advertising a Potent Factor

Advertising is one of the potent factors that has materially assisted in the success of the Dowler stores.

"There is no use in advertising unless you have the merchandise behind it," Mr. Dowler stated, emphatically. "But when you get the goods to back up your publicity, advertise strong."

Even their advertising is done on the co-operative system. The results derived from every advertisement are carefully considered and compared. If a certain advertisement used for the Sarnia store proves an out-of-the-ordinary trade producer, it is immediately put to good use in the daily press of London, Windsor and St. Thomas. In each office there is kept on file a list of the best advertisements used, together with data and other information pertaining to the amount of business derived directly from each one.

Mr. Dowler produced a clever advertisement depicting a little boy appealing to his father to buy Dowler clothes in the pleasant vernacular of youth: "Sure, Dad, all the best-dressed boys get their clothes at Dowlers." This ad. brought a rush of business for the boys' clothing department.

Another seasonable advertisement, illustrated with a smartly-dressed young man conversing with his father, and the introduction: "Where do you get 'em?" started an unprecedented sale of Spring suits this year.

The firm have just recently retained the services of Eric W. Gibberd, formerly advertising manager of the James Ramsay Store, Limited, Edmonton, Alberta. Mr. Gibberd is an experienced publicity man. He will have charge of the advertising for the four stores working in close co-operation with the managers.

Keep the Dollars Moving

The Dowler brothers are advocates and exponents of progressive storekeeping from every phase. They are continually discarding old fixtures and display systems for the up-to-date. The St. Thomas store has undergone extensive alterations this year. A large, well-lighted mezzanine floor has been constructed across the rear of the store and is devoted entirely to office use. A cable carrier system has been installed, and the two old show windows replaced with the very latest vestibule windows that add greatly to the appearance of the store front. There is no finer store in Canada than the St. Thomas home of Dowler clothing, and together the four big stores form the most modernly-equipped chain of gents' furnishings stores in the country. They are equal to anything on the continent.

"Never make a dollar a prisoner!" is Mr. John Dowler's advice. "Send it out and let it earn more dollars. Improve your business by improving the appearance of your store. The day of tallow candles and dry-goods box counters is long past."

Dowler dollars are always on the

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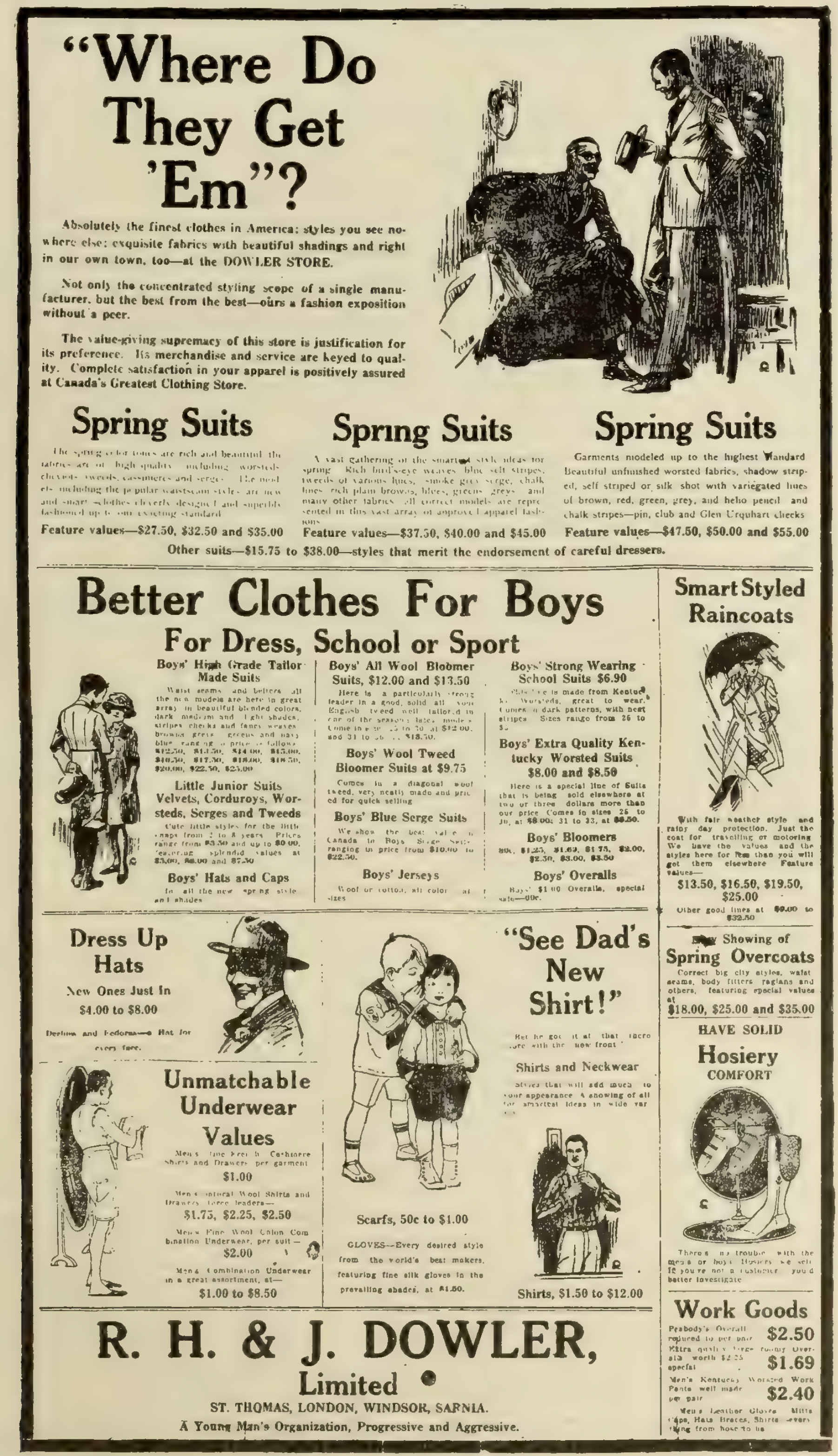
THE RETAIL ADVERTISING PAGE

Helpful Suggestions for the Ad-Writer



"Where Do They Get 'Em"?

Absolutely the finest clothes in America; styles you see nowhere else; exquisite fabrics with beautiful shadings and right in our own town, too—at the DOWLER STORE.

Not only the concentrated styling scope of a single manufacturer, but the best from the best—ours a fashion exposition without a peer.

The value-giving supremacy of this store is justification for its preference. Its merchandise and service are keyed to quality. Complete satisfaction in your apparel is positively assured at Canada's Greatest Clothing Store.

Spring Suits

The spring color tones are rich and beautiful; the fabrics are of high quality, including worsteds, cheviots, tweeds, cassimeres and serges. The models including the popular waistcoat styles are new and smart—clothes cleverly designed and superbly fashioned up to our exacting standard.

Feature values—$27.50, $32.50 and $35.00

Spring Suits

A vast gathering of the smartest style ideas for spring. Rich bird's-eye weaves, blue self stripes, tweeds of various hues, smoke grey serge, chalk lines, rich plain browns, blues, greens, greys and many other fabrics; all correct models are represented in this vast array of approved apparel fashions.

Feature values—$37.50, $40.00 and $45.00

Spring Suits

Garments modeled up to the highest standard. Beautiful unfinished worsted fabrics, shadow striped, self striped or silk shot with variegated hues of brown, red, green, grey, and helio pencil and chalk stripes—pin, club and Glen Urquhart checks.

Feature values—$47.50, $50.00 and $55.00

Other suits—$15.75 to $38.00—styles that merit the endorsement of careful dressers.

Better Clothes For Boys

For Dress, School or Sport

Boys' High Grade Tailor Made Suits

Waist seams and belters, all the new models are here in great array in beautiful blended colors, dark, medium and light shades, stripes, checks and fancy weaves, browns, greys, greens and navy blue, ranging in price as follows: $12.50, $13.50, $14.00, $15.00, $16.50, $17.50, $18.00, $18.50, $20.00, $22.50, $25.00.

Little Junior Suits Velvets, Corduroys, Worsteds, Serges and Tweeds

Cute little styles for the little chaps from 2 to 8 years. Prices range from $3.50 and up to [illegible], featuring splendid values at $5.00, $6.00 and $7.50.

Boys' Hats and Caps

In all the new spring styles and shades.

Boys' All Wool Bloomer Suits, $12.00 and $13.50

Here is a particularly strong leader in a good, solid all wool English tweed well tailored in one of the season's latest models. Come in sizes 25 to 30 at $12.00, and 31 to 36 at $13.50.

Boys' Wool Tweed Bloomer Suits at $9.75

Comes in a diagonal wool tweed, very neatly made and priced for quick selling.

Boys' Blue Serge Suits

We show the best value in Canada in Boys' Serge Suits ranging in price from $10.00 to $22.50.

Boys' Jerseys

Wool or cotton, all colors and sizes.

Boys' Strong Wearing School Suits $6.90

This line is made from Kentucky Worsteds, great to wear. Comes in dark patterns, with neat stripes. Sizes range from 25 to [illegible]

Boys' Extra Quality Kentucky Worsted Suits $8.00 and $8.50

Here is a special line of Suits that is being sold elsewhere at two or three dollars more than our price. Comes in sizes 25 to 30, at $8.00; 31 to 33, at $8.50.

Boys' Bloomers

80c, $1.25, $1.69, $1.75, $2.00, $2.30, $3.00, $3.50

Boys' Overalls

Boys' $1.00 Overalls, special sale—[illegible]

Smart Styled Raincoats

With fair weather style and rainy day protection. Just the coat for travelling or motoring. We have the values and the styles here for less than you will get them elsewhere. Feature values—

$13.50, $16.50, $19.50, $25.00

Other good lines at [illegible] to $32.50

[illegible] Showing of

Spring Overcoats

Correct big city styles, waist seams, body fitters, raglans and others, featuring special values at

$18.00, $25.00 and $35.00

HAVE SOLID

Hosiery

COMFORT

There's no trouble with the men's or boys' Hosiery we sell. If you're not a customer you'd better investigate.

Dress Up Hats

New Ones Just In

$4.00 to $8.00

Derbies and Fedoras—a Hat for every face.

Unmatchable Underwear Values

Men's fine French Cashmere Shirts and Drawers, per garment

$1.00

Men's natural Wool Shirts and Drawers, three leaders—

$1.75, $2.25, $2.50

Men's Fine Wool Union Combination Underwear, per suit—

$2.00

Men's Combination Underwear in a great assortment, at—

$1.00 to $8.50

Scarfs, 50c to $1.00

GLOVES—Every desired style from the world's best makers, featuring fine silk gloves in the prevailing shades, at $1.50.

"See Dad's New Shirt!"

Bet he got it at that [illegible] store with the new front.

Shirts and Neckwear

Styles that will add much to your appearance. A showing of all the smartest ideas in wide variety.

Shirts, $1.50 to $12.00

Work Goods

Peabody's Overall reduced to per pair **$2.50**

Extra quality large roomy Overalls worth $2.25 special **$1.69**

Men's Kentucky Worsted Work Pants well made per pair **$2.40**

Men's Leather Gloves, Mitts, Caps, Hats, Braces, Shirts—everything from hose to hat.

R. H. & J. DOWLER,

Limited

ST. THOMAS, LONDON, WINDSOR, SARNIA.

A Young Man's Organization, Progressive and Aggressive.

The copy and layout are excellent. Each department is represented but without confusion. There is action in the cuts that pulls the copy right along with them.

CANADIAN CO-OPERATIVE WOOL GROWERS BEFORE H. C. OF L. COMMISSION

Among those who have appeared before the High Cost of Living Commission sitting at Ottawa was Mr. Reg. Arkell, of the Canadian Co-operative Woolgrowers, Limited, representing sheep raisers' organizations all over Canada, with 1,800 shareholders and a paid-up capital of $18,000. The amount received for wool handled last year was $3,103,000. They sell absolutely on commission. Their gross profit was $115,900, out of which the sum of $58,775 was divided among shareholders. Last year they handled 4,400,000 pounds of wool out of a total production of about fifteen million pounds. It is expected that this year's production will be about eighteen million, and Mr. Arkell expects that they will handle about five million pounds of it.

They arrange prices themselves in a rather peculiar manner. The price is based on that prevailing in the American market because most of the output goes to Boston, which is the centre of the wool trade there. The most of the Canadian wool is worsted and we have a lack of a worsted industry in this country. Samples are shown before the American Wool Company in Boston and the price arranged according to the U. S. market. The company does not fix prices so much as act as a wool expert. Our prices here are then fixed on a basis whereby quick and easy liquidation may be secured, and do not change when the season begins. The price fixed must be reasonable as the corporation are obliged to sell the wool as soon as they can, for the reason that the growers demand their money.

Wool is handled entirely on grade, whereas it used to be handled on a flat price. The buyer recognizes the quality fixed by the association and is willing to accept it. Last year forty per cent. of the production was sold in Boston, and this year most of it will go there, as our mills are filled with Australian wool, which is finer than ours. There is no pulling industry in Canada. Australian cleaned wool last sold at $2.40 in Boston, or $1.40 in grease. Most of the Australian wool is still controlled by the British Government. Selling on a graded basis, giving the producer just what the wool is worth, has done much to improve the quality.

Canadian wool is suitable for the Canadian trade, providing we have the machinery to use it. Prices in the East last year ran from 62 to 64 cents, decreasing as you go west because of the increase of grease. This year the price is from 42-43 cents.

To-day's prices compared with those before the war run about as follows: Before 1912 they ran from 5 to 10 cents. After the Underwood tariff came into effect in the United States in 1913-14 the price went up about six cents a pound, as our wool went in there free and American buyers came to Canada. The price in 1914 averaged 20-22 cents. The price varies in each province according to shrinkage, Western merinos having most grease. As to cost of production, one Alberta ranch claims that it cost them last year to produce a pound of wool, not including overhead interest, 55 cents; and they got for it 60 cents. This includes the value of the mutton.

CHATHAM EDITOR RIDES FOR FALL

Sunday afternoon, Chatham.

Dear Editor,—

In an issue of "The News" last Thursday I noticed a humorous little episode on, "Why a certain damsel wore furs on a certain day last week." Now I've been thinking over that little thing and believe if you could enlighten me as to why men wear high collars and heavy coats on Sunday when they can't bear them in the office through the week, I could tell you why this particular woman wore furs.

You of the male sex want us, the female of the species, to believe that your power of will is beyond comparison, that your judgment never wavers, and yet after all, men are "darned fools," aren't they? Well, take for example the city fathers, chosen for brain and business ability! Every time the clock on the market (the council's clock) chimes one, its brothers all around defiantly hammer two, yea, nearly twelve times each day it mocks the inconsistency of these "Men of brains," chosen from the motly array of over 16,000 people, to guide the destiny of this fair city. Possibly some of these wide-visioned aldermen, who put a little rural trade ahead of the welfare of the city, might do well to wear furs all the year round. Fur shoes, they say, are great for cold feet.

Take a peep at the Retail Merchants. Reports say that they passed and rescinded, spluttered, fussed and fumed, then finally decided Thursday as half-holiday. Last Thursday bedlam prevailed. So great was the turmoil that the Fates took a hand, and Jupiter Pluvus sent a terror of a thunder storm to remind the delinquents of the itching palm that they had agreed to lock up and bask in the sunshine one afternoon a week.

Yes, I'm a business woman, and only about the size of a cake of soap after a hard day's wash, yet I can readily see that it's going to keep the men of Chatham busy looking after their own affairs without worrying about the inconsistency of women's dress.

However, to get back to our subject. Possibly on that hot day you mentioned, the damsel in particular was recovering from an attack of the "flu," and wore the said fur that her throat might not be exposed.

Possibly, on the other hand, she had just returned from a trip across the burning Sahara and was not yet acclimatized to the cool atmosphere of Chatham.

I wonder, Mr. Editor, if, as you meandered down the bends of King St. in search of news, peradventure, you noticed a card in a certain window "Bring your furs in now and avoid the rush later." Possibly the said dainty dimpled divinity did not have a bag in which to carry the said fur to the furrier and simply slipped it over her shoulders as a means of transportation.

Possibly—ah! shoot, Mr. Editor, I'll not tease you any longer, the last method is correct.

I know—because I wore the fur.

Guess I made you feel cheap, eh!

Diana.

SOCIETY BRAND CLOTHES HAVE AIR DELIVERY

Alfred Decker & Cohn, makers of Society Brand Clothes, have inaugurated an airplane delivery service for their customers in the Chicago district. Beginning with June 3 two Curtiss airplanes began a regular schedule of deliveries to clothing dealers in Chicago, Galesburg, Kankakee, Champaign, and Danville, Ill.; South Bend, Valparaiso, Lafayette, Ind.; Milwaukee, Madison and Janesville, Wis.

The two airplanes were christened Society Brand 1 and Society Brand 2 by Harry H. Merrick, president of the Chicago Association of Commerce at a ceremony on Society Brand aviation field on June 3. The field extends over forty acres. Lieut. David L. Behncke, lately in charge of testing and inspecting army planes at Chanute Flying Field, Rantoul, Ill., will be in charge and will be assisted by a staff of trained men recently discharged from the army aviation corps.

The Alfred Decker & Cohn firm is making much capital out of the proposition in an advertising way. The planes will be distinguishable at a great height because of their checker-board wings. They were thus marked so as to obtain the highest visibility. Large advertisements are being run in the Chicago newspapers inviting the public to visit the aviation field.

It is planned to extend the service in a short time so as to make deliveries within a radius of 500 miles of Chicago.

The American Clothing Store opened at 41 Gottingen Street, Halifax, on June 13, with a full line of men's, boys' and juvenile clothing and haberdashery.

Van-Wart-Walter Co. have opened a men's wear store at 1254 Bloor Street West. It is their intention to cater to the better-class trade, making a specialty of made-to-measure clothing.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY
143-153 University Av TORONTO-CAN.

Vol. IX. JULY, 1919 No. 7

PROFITS NOT EXCESSIVE

THERE is a great deal in the press these days on the high cost of dressing. From facts gathered the following figures would seem to prove that there is no undue profits being made between the wholesaler and the retailer.

The material for a medium priced suit costs $17.00; to this add the cutting, making and trimming which amounts to another $20.00—bringing the price to the retailer to $37.00. The average percentage tacked on is 50 per cent., or $18.50. Price to consumer, $55.50. The fifty per cent., allowing for overhead, is 33 1-3 per cent. gross profit. From this must be deducted all other expenses outside of overhead before the net profit is assured. It would therefore, appear that while the clothiers to-day in most instances are enjoying prosperity, due mostly to the large turnover made possible by the returned soldiers' demand for re-outfitting, there is in reality very little, if any, extortion or profiteering going on.

A PECULIAR SITUATION

THE following has been taken from *"Tooke Talk,"* the house organ of Tooke Bros., Limited, and the substance of the message to the retailer rings true:

"Just now there seems to be a great shortage of all kinds of men's furnishings. The mills are working twenty-four hours a day to make enough shirtings to supply the demands of the manufacturer.

Just before the armistice, Mr. Dawson, manager of our shirt department, was in England buying everything he could get to make Tooke quality shirts. The managers of the mills told him that when hostilities ceased there would be a lull in business, followed by an extraordinary period of buying when the soldiers returned home. Some of them predicted lower prices. We were advised to buy heavily and we followed this up by telling our dealers to do the same thing, so as to be prepared.

Most everyone held off for lower prices. Dealers, except in a few cases, tried to get along with what they had in stock or gave only small orders. A few of the mills reduced prices for a couple of weeks and then the market tightened up again and prices went back to where they were and even went higher.

The soldiers began coming back from the front and then came the deluge of orders from all over the country. We put on extra help and increased the working hours and still have not been able to make deliveries as promptly as we would like.

And there has been no reduction in the amount of orders coming in—if anything, business is getting heavier each week. We predict that there will be a great shortage of materials for fall business. The Canadian and U.S. mills are booked to capacity for the next eight months. Foreign Governments are sending large orders to all manufacturers to help fill the demand made by the returned soldiers in countries where manufacturing had ceased for four years.

All we can say to you is—prepare now for the fall trade. Don't hold your orders with the expectation that prices are going to drop for such a thing will not happen. We have all our Spring goods bought and are going ahead preparing for unusual conditions. Many more men are coming home and they will have to be outfitted. The dealer who is prepared to fill the orders will get the business.

Business in all lines of men's furnishings will be good for many months to come. We don't feel that there will be any slump even after the returned soldiers are equipped. It will fall into a level and keep going. The civilian will begin to purchase again as he did in pre-war days. All this business must be planned for.

SOME ADVERTISING

THE following item appeared amongst the editorial matter in a country newspaper: What might have been a very sad accident happened last week on a farm just outside of Glace Bay. The family were having their breakfast when the mother, who had been suffering from a cold, got a piece of bread stuck in her crop. The poor woman immediately turned black in the face; the children being in a frightful state of consternation could do nothing, when fortunately, with superhuman efforts, the lady succeeded in removing the obstacle, and her life was saved. I imagine the joy of her husband who was working out in the field, when she informed him of her narrow escape from an early grave. "What was the cause of it?" he inquired, "Well," she said, "I was in a great hurry to go down and get a suit for Buddy at Brasbie's sale, he is almost giving things away now, as he is anxious to get sold out, and attend to his farm at Brasbieville, now that the seeding season is on."

Can you beat it?

CATER TO THE CHILDREN

THE Oak Hall store at St. Johns, conducted by Messrs. Scovil Bros., have equipped a hair-cutting shop for children in connection with their boys' shop on the fourth floor. The Goodwin store at Montreal has had this feature for some time, and have found it most useful as well as self-sustaining.

The children's haircutting shop is modern in every way and exactly the same as to be found in any of the larger stores such as Filene's and the Jordan-Marsh stores, Boston. It is completely equipped with every modern device, such as anti-septic sterilizers for the brushes and combs and many other things for the kiddies' welfare. Altogether this children's haircutting shop will attract the mothers and children—and it is from this that the feature will pay for itself.

HAVE YOU ADVERTISING SLACKERS?

IS your store getting all the advertising it should? Not only newspaper advertising, but all the advertising because this consists of a lot more than newspaper space, valuable as newspaper space is. There are at least twelve ways in which your store can be well avertised besides using the newspapers and unless you are using them you have some advertising "slackers." One of your very best ads. should be your store windows and you cannot pay too much attention to them because they will produce results just in proportion to the care they get. Another big ad. for your store is your store display. Goods attractively displayed will not only sell, but people will tell others about them. Your whole store appearance is constantly telling people whether you are a good merchant or not. If the floors are not kept clean, the show cases immaculate, your windows properly washed and the sidewalks clean and if unsoiled tags are not used for pricing, all these things are advertising against you. No store has a better ad. than courteous service. This is one thing that people always remember and tell others about. Your delivery truck should be a good ad. for your business. Your stationery should be another. Many firms get good advertising out of enclosures sent out with monthly statements, Many others get a lot of publicity out of enclosures in every parcel sent out. Some firms use special wrapping paper, stickers or advertising tape. The matter sent out by manufacturers will frequently help materially in advertising your store. Circular letters are an effective and inexpensive way by which many firms get a lot of good advertising and good business. Another means of advertising that is often neglected by merchants is their telephone. This can be made to produce a lot of business if properly handled. Although each of these suggestions may seem relatively unimportant, the cumulative effect of them all means a lot of extra advertising and good business.

HOW DO YOU CHOOSE A HAT?

THE Cobalt *Nugget* wants to know why it is that men, ordinarily possessed of good sense, generally display a brainstorm when it comes to choosing a new straw hat.

It is not a rare thing to see young men blossom out in a top story adornment that drives their friends into hysterics.

Take the long, slim, hungry-faced fellow and he usually falls for a tall-crowned nightmare with a narrow brim. He looks like an accident with no place to happen.

His contemporary, the chunky-faced kind, awakens the natives with a wide-brim platter effect, not unlike a cream puff someone has stepped on.

And not a few of those fascinating Beau Brummels are certain that they are as deadly as a movie vamp.

The war taught the country much about censors. A logical, after-the-war censor would be one to administer straw hats and guide the foolish and ignorant—along the paths of good fashion and good taste.

A new tweed hat for children being shown by Palter Bros., Toronto.

NOTES OF THE TRADE

The United Clothes Shop of America have recently opened a store at 288 St. Catherine St. W., Montreal. It is rumored that this is the first of a chain that will embrace the larger cities in Eastern and Western Canada. Mr. Goss is the general manager.

The tailoring establishment of J. P. Nugent, 383 Beaver Hall Hill, was broken into on June 7, and serges to the value of $10,000 were stolen. A motor car was used to get the booty away, and up to the present time no trace of either burglars or cloth has been found.

E. W. Gibbard, who for the past two years has been advertising manager for James Ramsay, Limited, Edmonton, has resigned that position to take up a new one with the R. H. and J. Dowler Co. Mr. Gibbard, after making a trip into the Western and Central States, will take up his duties as advertising manager, with offices in the London store.

The "Walk Upstairs and Save Ten" will soon be introduced to Quebec. The Robinson Clothes Shop will be opened up shortly in the first floor of the Auditorium Building on St. John's St.

The Edward's men's wear store at Smith's Falls was slightly damaged by fire the latter part of May. The fire started in a storehouse in the rear, but was soon under control.

Delfosse & Co., manufacturers of bust forms, etc., Montreal, are putting on the market a new men's form, featuring the narrow waist style that is at present so popular. The International Association of Designers have ordered 200 forms to be supplied for exhibiting their designs at the convention held in Montreal.

A. C. Wellwood, Ltd., have opened a store in Ottawa at 7 Bank Street under the management of A. C. Wellwood, who has been in the men's wear business for some years in that city. New fixtures and lighting, with the latest in show cases and wardrobe equipment, give the store a very attractive appearance.

Messrs. Isnor Bros., Halifax, are building a new store at the corner of Agricola and Bloomfield Streets.

Men's Wear Limited, is the name of a new business recently opened up in the Mounce block, Gerrish Street, Windsor, N.S. A full range of men's and boy's wearing apparel will be carried.

Lindsay has had a number of visits from burglars; the latest victim was J. Houzer. Wearing apparel, consisting of boots, socks, suits, shirts, ties, collars, hats, and a couple of overcoats were a few of the articles removed through a broken window of the Houzer store.

Mr. Ephraim Wiseman, a clothier of Brockville, dropped dead at his residence on June 3. Mr. Wiseman was sixty-three years of age.

A new clothing and haberdashery store is to be opened in Sherbrooke by W. J. Poupart, a former Montrealer, who has been in Sherbrooke for the last eight years. Mr. Poupart is having a new store front put in and complete new fixtures and wardrobes.

The editor of the Calgary Albertan has figured out that Tom Campbell, haberdasher of that town, will have to sell at least five more hats a day for the next year to pay for his new car that he recently fell for.

The Campbell Mfg. Co., Ltd., clothing manufacturers, Montreal, have moved into their new offices at the corner of St. Lawrence Blvd. and Duluth Ave. They have fitted up handsome offices and sample rooms, the better to take care of their growing business.

A haberdasher in Vancouver has hit on the novel stunt of concealing a two dollar bill amongst the merchandise displayed in the windows. The idea is that whoever discovers the two dollar bill from the outside, looking in, is presented with a cravat of that value. The idea created a lot of attention, and large crowds looked every garment over thoroughly in the hope of winning the two dollar cravat.

Mr. William Wright, a well-known traveller in the East, who has represented James Coristine & Co., Ltd., and who recently resigned his position as traveller, but still remains with the company, was presented with a silver service by the directors in recognition of his thirty-five years of service, and in appreciation of his industry, energy and cheerfulness.

One of Kitchener's aviators returned home from overseas recently, namely, Lieut. O. Thamer, son of E. H. Thamer, clothier. Lieut. Thamer had been interned in Holland since July 6, 1918, when he was forced to land in that country. From that date until the armistice was signed he was in and around Amerongen, and has seen the Kaiser several times.

W. E. Sandford & Co., of Hamilton, have purchased the Masonic block at Galt, belonging to the late Hon. James Young.

The clothing store of Messrs. Gilmour Bros., at Derby Line, Stanstead, was damaged by smoke and water in the successful efforts of the local fire brigades to get a fire under control that had started at the rear of the building. The damage is covered by insurance.

Twin buttonholes and non-rusting, indestructible buttons are two new features on the W. G. and R. soft collars that are now being put on the market. The two buttonhole is designed to overcome any excessive shrinkage in the collar. It is very simple to adjust—the inside buttonhole is used first—and then after repeated washings, the outside half of the buttonhole is used, the buttonholes being about ¼ inch apart. The indestructible buttons will overcome the sad fate handed out to most pearl or bone buttons by the average laundry; they won't break, chip, or wear smooth, and will overcome a great deal of the inconvenience that has some way or another always been part of the soft collar.

Fred Tobey, brother of R. L. Tobey, of Hamilton, arrived home recently after three years' service in France. It remains to be seen what form of advertising Mr. Tobey will feature as an outlet for the joy in his heart—something original, that is one sure thing.

GRANT HENDERSON RETURNS

The friends of Mr. Grant Henderson, whose home is at Calgary, will be interested to hear that he is returning to Canada as the representative of Crockers, Ltd., of London, Eng. Mr. Henderson, who was representing A. T. Reid Co., Ltd., Toronto, in Western Canada when he joined the colors, was in France with the 31st Battalion. Since the battle of Loos in 1915, they have been employed on all parts of the front from Kimmel to Amiens, and were well in the forefront when the armistice was declared. As a lad, Mr. Henderson served his apprenticeship in Stirling, afterwards transferring to a London house, and before coming to Canada he was for four years with Cargills, Ltd., in Ceylon, leaving them to join the Hudson's Bay Co.

Mr. Henderson will be operating in the Western provinces and will have his offices at Winnipeg.

Protecting the Home Town Front

The Part That "Mud" Plays in the Success of a Town—The Four Important Factors in a Town's Growth—Measuring Miles by Minutes—Getting the Right Sort of People to the Town—The 100 Per Cent. Citizen

FRANK STOCKDALE, the noted authority on merchandising subjects, is becoming better known in Canada every year. He has delivered lectures in a vast number of communities in Canada during the past year, and a multitude of merchants are looking to him to throw some light on many vexed problems of merchandising. Among the places he lectured at recently was Regina, where he delivered a course of four lectures in connection with the convention of the Retail Merchants' Association, Saskatchewan branch. That many of those who were not able to be present at that convention, and have been unable to hear him at other places, might have some of the benefit of these address, MEN'S WEAR REVIEW sent a special representative to this convention to take a report of these addresses. The first of these articles appeared in a recent issue of this paper. In succeeding issues we will publish the balance of this series.

The next lecture deals with the subject, "Salespeople of To-day and To-morrow." Mr. Stockdale in this lecture makes an interesting distinction between "selling" and merely "waiting on" a customer. The question of service, of viewing the sale from the other side of the counter, handling the difficult customer, are among the interesting questions that are dealt with in this lecture.

"IN my opinion the day has arrived in most places, and will arrive in all places, when the competition to which you must give your attention as a part of your business will take you outside of your own stores and hook you up in the ranks of the protectors of the home town front. Competition is no longer between individuals exclusively. in many places the main competition is not between individuals but between towns. The town problem is one you will be interested in when you know what it means.

"In the State of North Dakota is being carried on a campaign, and the object of that campaign is to promote the interests and the welfare of the communities of that state as a whole. In the United States there are at least 10,000 declining towns. In Illinois between 1900 and 1910 there were 357 incorporated cities and towns that actually went backward in that period. These centres had fewer people in 1910 than in 1900. That is an indication of an almost universal condition.

"The whole of Canada is going forward in population, but we have this problem on our hands. I like to compare the community of to-day with the family of yesterday. The family of yesterday had the spinning wheel in the home. Now we have in the community a man responsible for bringing clothing to the homes. Yesterday people raised and ground their own cereals, whereas to-day the retail grocer is responsible for supplying foodstuffs. Yesterday the man cut his wood or dug the mine, whereas to-day the coal man provides these fuels. Things that used to be done in the home are being done in the community by other people. The communities are the big families to which we belong, and the trouble is we do not recognize our relationship to that family. We look upon ourselves as individuals, but we have an inter-dependence with provincial and national life. A house divided against itself cannot stand. That is historical. A community divided against itself cannot prosper.

Fewer and Bigger Towns

"There are tendencies going on towards the centralization of population. In my opinion we are going to have fewer towns and bigger towns. Community building is a real problem.

"The greatest ally of the mail order house is spelled with three letters, 'MUD.' In your town two things are necessary to make good towns. Good roads and good stores. Good roads make a poor town, unless it has good stores in it. Good stores don't make a good town, unless there are good roads in an agricultural community. The town with the best roads and stores will be the best town.

Things That Make a Good Town Internally

"A town must be a good place to live in and a good place to make a living in. One of the problems of the Canadian Northwest is to make your towns a good place in which to live. The natural advantages of that country are unsurpassed."

The following four points were emphasized by Mr. Stockdale as being the essentials of a good town:

Production or manufacture.
Transportation.
Trade.
Civic Welfare.

"People are congregated in a town for trade," continued Mr. Stockdale. "If the prosperity growing out of that trade is not directed along the lines of civic welfare, the town is not much good. Water supply, sanitation, streets, sidewalks, schools, entertainment features are the essentials of civic welfare. In all new countries the problem is to make them good places to live in. People make values and the country wants people.

Town as Big as the Territory Served

"The single taxers say 60% of our values are social values or community values brought about by the coming together of people. There is a lot of truth in this. The average man does not realize what it means to bring people to his town, or what it means for people to go out of his town. The farmer opposes the interests of the farm, because of the imaginary Chinese wall built around the town. How big is your town? You will say 200, 300, or 1,000. Your town is as big as the trade territory that you supply. If you reach out fifty miles, that is the size of your town. You want to protect that town front. The fronts will overlap a great deal.

"One farmer thinks the town people are a nuisance and sends away for everything he wants. This farmer's land is worth $100 an acre, compared with $20 for better land in another section not so close to town facilities. He gave for his reason for not moving to the better and cheaper land the fact that he had had enough pioneering. This farmer's land was worth five times the price of better land, because it was near a town.

"You cannot pioneer in a crowd. The farmer's wife has social connections in town, the children attend the town schools, the son works in a store in town. These things enhance the value of the land located near the town, and the farmer owes the town something for increasing the value of his property.

"The bigger the town is, the farther

the influence on farm property extends. Some people vote down school improvements, but this is a serious matter. The town with good schools and churches draws people. This is the basis of community development.

Attracting the Right People

"How can you induce the greatest number of people to live in your community? There are two kinds of people that are attracted to communities; one is the old man who has made his money. The other is the young man who wants to make his money. One has fortune and the other has energy. These are the shifters. Communities of the East are losing to the communities of the West the men of this class. Old men go to California, because it is a better place to live in. The man who makes money in this country gets out of this country unless he gets good roads. There are 75,000 people from the State of Iowa in the Iowa Society of California. There are 125,000 Iowans in California. They are not there for the climate, as most people think. California has had its climate for a long time, but it is only recently that the people have got the habit of going out there in such numbers. One official of the railways, who investigated the matter, said people were going to California for good roads. One farmer in California stated that he spent most of his time motoring while in California, and that he spent $6,200 in five years on car expenses.

"The climate makers of California are the drawing card. The spirit of the people of California makes it what it is. They are real boosters in Los Angeles—the city advertising built. They back their boosting with their money too. The booster who does not back it with his money is a four-flusher.

"Good roads are needed to hold the people, and good roads are a factor that is developing and causing this evolution in our communities.

Measuring Miles by Minutes

"The way to measure distance is not by miles, but by minutes, between towns. Thirty-five miles may be forty-five minutes, or four hours. Good roads will develop the community, and these good roads are going to eliminate a lot of the small towns. There are just two things a small town can do—either grow into a big town, or get off the map. Small-town people get busy.

"If a town has good transportation it is a good retail town. The support of the town comes from the dollars that go over the retail counter. Thirty cents of every dollar goes to pay telephone, out of every dollar and goes into circulation.

"Retailers are the backbone of the community from an economic standpoint. It is not what a man earns—that is an individual asset, but what he spends—that is a community asset."

A 100 Per Cent. Citizen

At this point Mr. Stockdale outlined the following as a 100 per cent. citizen:

Man who works in community, 10 per cent.

Man who lives in community, 40 per cent.

Man who spends for all he needs in community, 50 per cent.

"Money must go over the retail counter before you can have civic welfare," said Mr. Stockdale, continuing. "The trouble with the average community is 'smugosity' (a word coined by Mr. Stockdale to express the self-centred composure of some communities). Smug meaning self-satisfied,and ossified meaning bone.

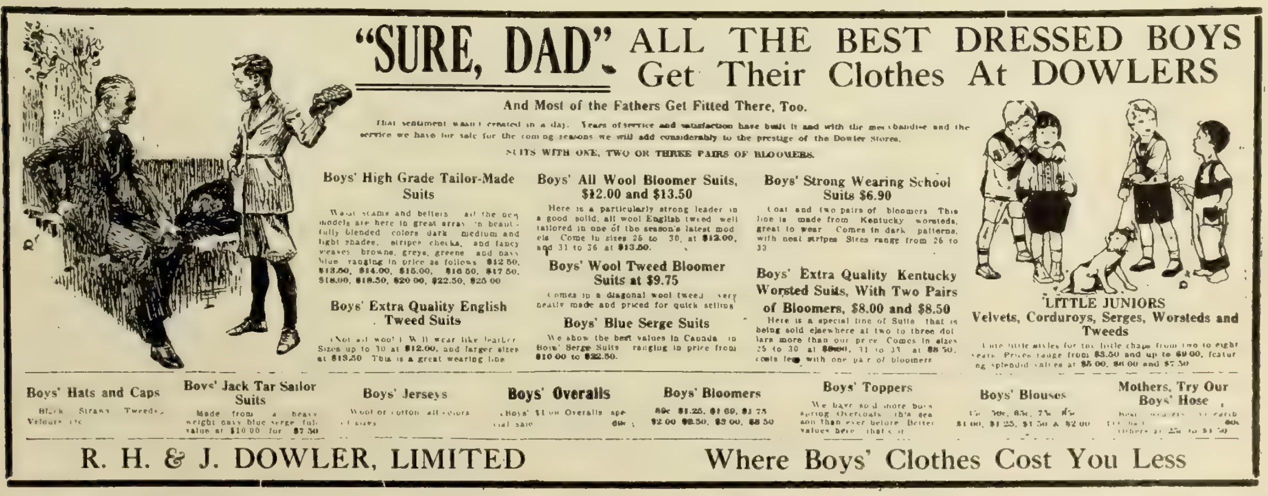
"Ignorance is shown in modern community building. We adhere too much to individuals. The price of co-operation is sacrifice. You have to sacrifice some of the things you would have as an individual to have the things you would have by co-operation.

"What is the great improvement in city government, which we have had in the last few years? The commission form of government. You cannot wipe out a town instantaneously, but it is the slow fire of competition which does the damage. The war shows the value of unity of command, purpose and action. That is the secret of community building.

"Some towns furnish everything to make a real organization, but nobody is willing to furnish the time and energy. We have to get all the interests of the community together. If you are going to have a good community you must get individual responsibility. This co-operative work is a part of your business, not as a community duty. You help to gain by helping the other fellow to gain.

"If you want to live in the kind of a town
  Like the kind of a town you like,
You needn't slip your clothes in a grip
  And start on a long, long hike.
You'll only find what you left behind,
  For there's nothing that's really new.
It's a knock at yourself when you knock
    your town.
  It isn't your town—it's you.

"Real towns are not made by men afraid
  Lest somebody else gets ahead.
When everybody works and nobody
    shirks,
  You can raise a town from the dead.
And if, when you make your personal
    stake
  Your neighbor can make one, too,
Your town will be what you want to see,
  It isn't your town—it's YOU."



"SURE, DAD". ALL THE BEST DRESSED BOYS Get Their Clothes At DOWLERS

And Most of the Fathers Get Fitted There, Too.

That sentiment wasn't created in a day. Years of service and satisfaction have built it and with the merchandise and the service we have for sale for the coming seasons we will add considerably to the prestige of the Dowler Stores.

SUITS WITH ONE, TWO OR THREE PAIRS OF BLOOMERS.

Boys' High Grade Tailor-Made Suits

Waist seams and belters all the new models are here in great array in beautifully blended colors dark medium and light shades, stripes checks, and fancy weaves browns, greys, greens and navy blue ranging in price as follows $12.50, $13.50, $14.00, $15.00, $16.50, $17.50, $18.00, $18.50, $20.00, $22.50, $25.00

Boys' Extra Quality English Tweed Suits

(Not all wool) Will wear like leather. Sizes up to 30 at $12.00, and larger sizes at $13.50 This is a great wearing line

Boys' All Wool Bloomer Suits, $12.00 and $13.50

Here is a particularly strong leader in a good solid, all wool English tweed well tailored in one of the season's latest models Come in sizes 26 to 30, at $12.00, and 31 to 36 at $13.50.

Boys' Wool Tweed Bloomer Suits at $9.75

Comes in a diagonal wool tweed very neatly made and priced for quick selling

Boys' Blue Serge Suits

We show the best values in Canada in Boys' Serge Suits ranging in price from $10.00 to $22.50.

Boys' Strong Wearing School Suits $6.90

Coat and two pairs of bloomers This line is made from Kentucky worsteds, great to wear Comes in dark patterns, with neat stripes Sizes range from 26 to 33

Boys' Extra Quality Kentucky Worsted Suits, With Two Pairs of Bloomers, $8.00 and $8.50

Here is a special line of Suits that is being sold elsewhere at two to three dollars more than our price Comes in sizes 25 to 30 at $8.00, 31 to 33 at $8.50, costs less with one pair of bloomers

LITTLE JUNIORS
Velvets, Corduroys, Serges, Worsteds and Tweeds

Cute little styles for the little chaps from two to eight years. Prices range from $3.50 and up to $9.00, featuring splendid values at $5.00, $6.00 and $7.50

Boys' Hats and Caps

Black Straws Tweeds, Velours etc

Boys' Jack Tar Sailor Suits

Made from a heavy weight navy blue serge full value at $10.00 for $7.50

Boys' Jerseys

Wool or cotton all colors all sizes

Boys' Overalls

Boys' $1.00 Overalls special sale 69c

Boys' Bloomers

89c $1.25, $1.69, $1.75 $2.00 $2.50, $3.00, $3.50

Boys' Toppers

We have sold more boys spring Overcoats this season than ever before Better values here that

Boys' Blouses

50c, 65c, 75c, 85c, $1.00, $1.25, $1.50 & $2.00

Mothers, Try Our Boys' Hose

R. H. & J. DOWLER, LIMITED

Where Boys' Clothes Cost You Less

Copy like the above has a strong appeal to the little fellows, and Dad should be easy to convince.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, June 27—On all dry goods markets the tendency is to advance. Both woollens and cottons are very strong, and just at present there is considerable uncertainty about the market for the latter, as all mills withdrew their quotations, and many of them have not yet announced their new ones. The outlook for wool is good, and there does not promise to be any serious scarcity, but the demand will be heavy. On the English market there is a big demand for goods for France and Belgium.

The Canadian wool clip is now coming on the market, and this will approximate fifteen million pounds, or 25 per cent. better than a year ago. The uncertainty of the labor situation is another factor that will have much to do with maintaining wool prices at high levels. The likelihood of strikes has forced manufacturers to increase their prices in contemplation of labor difficulties. Representatives of English houses now in Canada are quoting higher prices on all repeat orders for delivery late in the Fall and early next year. Half wool goods, such as lustres and twills for linings, also show advances of five per cent. and dealers state that they are likely to go higher.

The Canadian cotton mills are all sold up for months to come, and with the present state of the market they are not anxious to sell too far ahead. The April prices that showed quite a reduction were withdrawn, and were followed by lists showing a ten per cent. increase. These, too, were now being withdrawn, and further advances are expected.

The American market also shows a very marked upward trend, and at present American prices are slightly higher than Canadian goods. The retail trade is beginning to buy again more freely, and the demand is decidely more active than it was a few months ago.

The situation in linens is unchanged. Stocks among the wholesale houses are decidedly small. Unions are supplying a good deal of the demand, as there is little hope of betterment in the supply of linens for some time to come.

A sudden spell of real warm weather the last week of May set up a big demand for Summer lines of underwear. Prices show advances.

COTTONS

Canadian Mills are All Working to Capacity, and Prices on all Markets are Advancing

COTTONS.—The cotton market is in a very strong position at the present time. Advances are the order of the day, and prices just now show a good deal of uncertainty. The reduced list announced in April has been withdrawn for some weeks, and the announcement was made that a ten per cent. increase would be made on practically all lines. This advice, too, has been rescinded, and it is not unlikely, dealers state, that another ten per cent. advance on top of the above-mentioned one will be the next move. The market for raws is fluctuating a great deal, and in the past fortnight the tendency has been mostly upward. July future options advanced 2½ cents per pound, and 3½ cents on the new month's crop. Spot cotton advanced about $10.50 per bale during the past couple of weeks. Factors in the sharp upward movement were the lateness of the new crop, unfavorable weather conditions, a bigger demand in the goods trade both on this side and in Europe; the huge potential inquiry from Europe and the Orient, and the attraction to the market of a new and extremely speculative element.

Prices have now worked up to levels very near the top marks reached during the period of the war. Possibly the strongest factor in the elevation of the market during the past few weeks has been the prospect of a large demand from European sources, which, in view of the reduced crop this season, is expected to result in a scarcity. That this feeling is more or less universal is indicated by the scattered demand for cotton recently. Foreign buyers have absorbed the staple with the same eagerness as have domestic traders. Japan has been an active buyer, while France and England have taken large blocks of contracts, as well as spot cotton, out of the market.

In the United States cotton goods remain very strong, and prices have advanced so rapidly that many selling agents have withdrawn all quotations to await a more settled condition. The advance in grey cloths has been very sharp. Jobbers have sought to buy late into the Autumn, while some have offered to buy to the end of the year. The increase of 15 per cent. in wages granted to mill operatives must necessarily be made up by a proportionate increase in the price of the goods.

In Canada some of the mills have not announced any new prices yet. The market is back to war-time levels. Business is very active, and the retail trade is buying very freely again, fearing that the market is due for further advances. Raw cottons laid down at the Canadian mills, some dealers state, will cost in the neighborhood of forty cents. It is believed in many quarters that the high record of six months ago will again be reached. As for example, quotations on standard 4 yard grey cotton, at 19 cents, compares with 16½ cents two months ago. Of course, the above is the price to the retail trade. The Canadian cotton mills are all working to capacity. They are sold up on all they want to sell, and they do not want to sell too far ahead. American cottons are not being shipped in at the immediate present, for the reason that they cannot compete with the Canadian goods. Printed lines are selling very well, and in fact all the wholesale houses report quite a revival in demand for all cotton lines.

WOOL

Repeat Orders With English Firms Accepted Only at Advance of 25 Per Cent.

WOOL.—Direct representatives of English woollen goods houses are now in this country, and dealers state that their samples are of a very limited range, and that repeat orders on goods purchased last August show increases of 25 per cent. Reports from the English manufacturers are that there are excessive demands for goods from France and Belgium, and that almost any prices they wish to ask are obtainable. Fancy tweeds are very scarce, the demand being almost altogether for plain goods. Novelty stuff is not being made to any large extent. Some Canadian wholesalers are expecting to have a line of tweeds, suitable for odd skirts, in a couple of weeks. Serges, gabardines, broadcloths, shepherd checks and wool cheviots are in good supply. Serges that could a year ago be bought for 7s. 6d. are now selling at 9s. Broadcloth, that previous to the war sold at $1.10, is now bringing $5.50 per yard, and houses state that they are now selling just as much as when the lower price ruled.

While the outlook for the raw material is improving and there seems to be little likelihood of a shortage, opinion seems to be well substantiated that the market for piece goods will remain firm for some time to come.

Belief on this score is occasioned by the great quantity of the staple which is rapidly becoming available as peace draws nearer and facilities for bringing it into the world's marketing centres become enlarged. How much wool is available at the Antipodes may be gathered from the fact that, after shipments to Great Britain of 225,000 bales per month from March to September this year, there will still be left for shipment in Australia and New Zealand 927,846 bales. No part of the 1919-20 clip, estimated at 2,600,000 bales, is included in these figures.

Demand at the Government auctions in Boston lost much of the snap previously in evidence. Manufacturers apparently have covered their requirements for a time, and dealers appear reluctant to take on any more stock with the future surrounded with so much uncertainty. Despite the altered position of raw material, the goods market is characterized by a firm undertone. The high prices mills have paid for wools they now have on hand, coupled with the increase in wages to operatives and the high cost of production, seem likely to maintain prices on piece goods for a long time to come.

25 Per Cent. Increase in Canadian Wool

Estimates on the Canadian wool clip are placed at 15 million pounds, that is 25 per cent. better than last year. The Eastern clip is now coming on the market, and the Western output should soon be available. While prices are not yet named on the Canadian raw material there is every indication that they will continue very strong, and will be in keeping with the American market, where fine wools are quoted fully 20 per cent. above the fixed minimum price, and fine wools 10 per cent. above the minimum figure. Reports recently received from London, however, state that the time can't be far distant, when if the British Government is to get out of its Colonial wool deal without a loss, a fair amount of export will have to be allowed to Germany and Austria. On the surface the market for wool in Great Britain is very strong, and higher prices are being obtained than at any time in history. However, authorities state that the time must come when supplies of wool in England will become so large that it will be impossible for the mills of the United Kingdom, even running at top speed, to absorb all. When manufacturers find, it is pointed out, that they are safe against scarcity of wool and that the variety is all to be desired, they will not pay anywhere near the values that now obtain.

The demand for yarns at the present time is a little quiet, the trade being pretty well supplied. All wool yarns are very firm, and cotton yarns show advances of three cents per pound. In the woollen lines, on the Old Country markets, tops have advanced 6d. since May 15. Fine tops, that is for anything over 50s. are very scarce. Britain won't export them at all. Coarse tops are fairly plentiful. Large orders from Rumania distributed in the past week have had a greater tendency to stiffen the woollen market all round. An order for 100,000 yards of cloth was awarded to Canadian firms, also an order for 100,000 dozens of women's and children's hosiery, and also an order for two million pounds of cotton yarns.

DOWLER BROS. MADE GOOD

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move. They started their energetic campaign in September, 1902 and they have been keeping steadily at it ever since. Dowler dollars are dynamic, not static. They are charged with business energy and they explode the old, worn-out fallacy of salting down profits in the bank.

HIGH COST OF LIVING

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pressed in keeping up with their orders.

Slightly Lower Prices Next Spring

In making selections of cloths for next Spring Mr. Harvey found that woollens were quoted about 50 cents lower per suit over this Fall's prices, but unfortunately the difference in price of linings from the Old Country would more than offset this reduction. The cost of this particular lining in 1914 was 40 cents; it is now $1.55.

When in Truro he learned by cable that at the London Spring auction of woollens the British Government had undertaken to release wool at 7½ per cent. below the minimum price. When the bidding opened the price jumped 7½ per cent. above or 15 per cent. higher than the Government figure. In a fortnight there was another increase of 15 per cent., all of which was due to the enormous demand coming from European countries. When the United States Government raised its wool at a fraction less than the minimum the mills sold considerably beyond their capacity to deliver. The consensus of opinion is that the difficulty next spring will be deliveries rather than prices.

WICKER FURNITURE, SPORTS GOODS AND SUMMER LINES MAKE ATTRACTIVE DISPLAYS

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contain everything that one ordinary or particular dresser would require. A full size tennis net, posts and all, was stretched across the back wall, and although the display was low, every article was visible. Palm Beach suits, Summer togs of light greys, colored blazers, sport coats, golf jackets, flannel trousers, Summer dressing gowns, soft collars, wash ties, silk and cotton underwear and socks, lightweight Burberrys, sweater coats for the cooler evenings or camping trips, all these and a tennis racket and box of balls gave this window a very attractive appearance. All the goods were carefully arranged and did not look too crowded.

The Case store at 507 St. Catherine St. had a carefully and tastefully dressed window arranged in sections with mahogany divides. The display was lightened up with shirts of noisy colors with neat designs, the demand for which has been quite keen all this season.

The Henry Marks store had a window of Shantung silk shirts with collars and ties to match, a very neat outfit, and especially so if worn with Palm Beach suits.

STYLE FORECAST FOR SPRING AND SUMMER, 1920

Styles Adopted by Style Committee of the International Association of Clothing Designers.

THE members of the style committee have decided that there are to be no more waist line models for next Spring and Summer. As far as they are concerned the styles of 1919 are gone for good, and in future the conservative styles of form-fitting, high-waisted models, with coats 30 to 30½ in. in length, will be the thing.

Based on an average height of 5 ft. 7, or a standard 36 size, the styles are as follows:

1. Men's conservative three-button sack.—Length, 30 in.; sleeves with vents and two buttons; medium width lapels, natural width shoulders; plain centre vent; plain flap pockets; breast velt.

2. Men's stylish two-button sack.—Length, 30 in.; sleeves with vents and 2 buttons; medium width collar and semi-peaked lapel; natural width shoulders; plain centre vent; regular pockets.

3. Young men's sack.—Two or three buttons; length, 30 in.; form fitting; narrow shoulders; lapels medium width; soft roll straight notch or peak; front slightly cut away; straight or slanting flap pockets; shapely sleeves finished with open vent and two or three buttons; long hook vent.

Young men's extreme sacks.—One or two buttons; length, 30½ in.; high waist line sharply defined; draped skirt; shoulders narrow; lapels; wide open notch; straight front; well rounded pockets; vertical welt or crescent piped; shapely sleeves; finish bell shape with buttons; centre hook vent; roll sleeve head optional.

5. Double breasted sack.—One or two buttons; soft roll; length, 30 in.; back and sleeves same as young men's extreme sack; pockets, slanting or straight flap.

6. Vest.—Single breasted; no collar; low opening; long points; five buttons; narrow welt pockets.

7. Trousers.—Young men's trousers; knee, 18 in.; 14½ in. bottom; bottom finished with a cuff; conservative trousers, knee 19 in., bottom 15½ in.

8. Afternoon frock.—One or two buttons; waist line, 16½ in.; full length, 37 in.; plain or bound edges optional.

9. Young men's dress coat.—Satin face to edge; waist line, 16½ in.; full length, 39 in.; extremely narrow skirt at bottom; bell sleeves; link button and extra cuffs; collar, breast pocket and cuff satin piped; silk braid on trousers.

10. Young men's dinner coat.—Length, 30½ in.; peaked lapels, satin face to edge, link button, outside breast pocket, slash piped or regular pockets, bell sleeves, link button and extra cuffs, yoke lined, body same as young men's extreme sack.

11. Sport coats.—Wide variety and will be very popular; double and single breasted with yoke, pleats and belts; pockets of all descriptions.

E. E. VOLPE
Chairman Style Show

12. Young men's shapely overcoat.—Single or double breasted; 39 in. long; high waist line, sharply defined; long hook vent, vertical or slanting pocket, yoke lined; peak or plain notch lapel; creased or plaited side seams optional.

13. Box coat, single breasted, 40 in. long, natural shoulders, style of pockets optional, sleeves plain, yoke lined.

14. Slip-on Raglan Overcoat.—40 in. long; button through, slash pockets.

As far as boys' styles go it was decided that they would be patterned after the young men's models, and in their case the waist seam line would be in order and belted models optional.

The convention was very well attended, there being some two hundred delegates in attendance, coming from all sections of the United States and Canada. Some of the delegates were held up at Rouse's Point, pending further inquiries into their past. With the exception of one or two little unpleasant incidents, such as this, the whole program was carried out and thoroughly enjoyed by the visiting delegates. The weather was to blame in that it almost turned the midsummer night's gladness into a nice Winter ice palace, but, as explained by the president, one cannot always consult the weather when planning these little jaunts. The Montreal committees are to be congratulated on the able manner in which they performed their duties, and especially so because this is the first time that a convention of this kind has taken place in Canada and they had no previous experience to draw from.

It was decided to held the next convention at New York; a unanimous vote was polled, Cleveland being the only other city suggested.

NEW SILK COLOR CARD

J. A. Migel, Inc., New York, have issued an attractive Fall color card for their silks. One of their moonlight scenes is on the cover in a setting of grey, white and blue with very artistic effect. There is a range of 54 colors shown in which all the new Fall silks of the firm are to be had.

Glaude, Limited, 47 Rideau street, Ottawa, have opened an upstairs shop for men and advertise a full line of fine clothes. The manager, Mr. L. H. Glaude, has many years' experience in Ottawa and Montreal.

Well-Known Montreal Executives Who Were to a Great Extent Responsible for the Success of the First Designers' Convention to be Held in Canada

EMIL REGAL
Secretary of Convention

L. D. LEVINE
Chairman Publicity Committee

L. SAMUEL SOHN
Chairman Entertainment Committee

R. MANDATO
Chairman Banquet Committee

H. L. JACQUES, Toastmaster

M. L. ROSENBERG
Chairman Reception Committee

A REVIEW OF SOCIAL ECONOMICS IN RELATION TO THE CLOTHING INDUSTRY

The Opening Address of President Irving I. Frankel Before the Members of the International Association of Clothing Designers at Their Nineteenth Semi-Annual Convention Held at Montreal June 26th, 27th and 28th.

IT would, indeed, be dangerous were we not to take full cognizance of prevailing conditions, especially so when we recognize that they cannot be changed to meet our own private views. No longer are the times profitable to the ancient dogmatic theory of worshipping at the shrine of make-believe. The bugaboo of the past has become a reality of this age. The cry of alarm does not ring now upon deadened hearing.

The atmosphere teems and vibrates with the wild scramble for humane doctrines, and we now see old-time bludgeon masters running helter skelter in an effort to outdo each other in the desire to better laboring conditions.

Is this a case of "the sins of the fathers" being visited on the son? No. For it is not repentance for the crimes against humanity that were perpetrated by the parent that imbues the son to reform. No, indeed—it is but the signs of the times that read in unmistakable bold type, "Take heed, follow not in the footsteps of thy father, for if you do grave misfortune will attend the foundations upon which his fortune was built, and which you inherited, for ultimate annihilation and elimination awaits you. No longer can the key of the past unlock the progress of the future, for as democracy is ever on the change, so is it with our economic situation, and each succeeding change enhances our progress in the direction of humanity, were not this the psychological effect, then the progress of mankind would be ignored.

The manner in which people have made their living has ever been changing, and with that change must, of necessity, come a change of all things to conform to the new order of things. Ever since the creation of man, and I fear to the other end of the world, there will be constant disputes, simply because they are a part of human nature, and the desire to agree to disagree.

While many dreams of the idealist are mere dreams (pipe dreams if you may have it), some, however, are worthy of consideration, for we note that the struggle for existence still continues.

To believe that the necessities of life can be produced without mental strain and physical exertion, which has been imposed upon man by nature, is seemingly fallacious. We can but pity the misguided dreamer who would persuade us into believing that life may be a holiday excursion instead of an increasing and exhausting fight to wrest from the tightly-closed fist of nature the things which protect us from destructive forces.

The constant unrest in the needle industry is due to the seeds of malignity sown in the decades gone by. We can look upon the present situation as cancerous because ere a scab is permitted to form it becomes surrounded by fresh outbreakings.

HARRY VOSBERG
Chairman Invitation Committee

The struggle for existence may be mitigated greatly in the future, for better ways to organize business as well as society are on the way, so that there will be a more equal distribution of the burdens and rewards of industry than that which prevails to-day.

We have chased too many rainbows in the past to enable us to believe that we shall find the bags of gold at their feet in the future. Labor has been brought so far forward by this war that we must not be astonished at its insistence that industrial democracy shall become an immediate reality.

Future wisdom clearly points out the road to equilibrium and that is through co-operation, with a better understanding of each side's requirements and a total forgetfulness of what was the procedure of the past. Industry must develop a social side, and the working man may be made to feel that he is a man and not a portion of a machine.

The major part of the reason for this amazing unrest on the part of labor is due to the desire of capital to persistently and insistently ignore the just requirements of labor, and the just desire to treat the human element as a necessary evil, in place of that as the chief production of wealth, and as such, should have been considered in a different light, with the granting to them of the right they were justly entitled to.

Capital's idea of the past was to exploit labor, and this game has been played by industry until exploited labor became so exasperated that it is now tightening the screws, and in many instances are going further than is fair.

It is simple enough to state or define a problem, but to offer a proper solution is a real problem. We have often heard that if industry will only have a heart, all would go well. Why burden or charge to this the most wonderful and intricate organ of our body, the responsibility of correcting abuses that originate and remain in the brain centre? I would ask if the heart is not doing its mammoth work without further widening. Let us review what it really does perform. The blood in our bodies makes a complete circuit through the heart three times every minute and every minute of the hour and every hour of the day and every day of the year, and not for one minute throughout our entire lives does it stop its activity, for if it did you all know the consequences. Hence I maintain that this most wonderful piece of machinery be left to its untiring efforts and not be charged to things not of its functioning.

The events of life are governed by thought, and thought is the product of our brain, hence, let us begin our corrections here, and we cannot start at too tender an age for development of right thought. The inculcation into the youthful mind of the proper needs for just economic situations of the future, will will do what the heart cannot and should not be asked to do. The sooner we lose sight of individual selfishness and cultivate the co-operative desire, the more rapidly a prospect of an era that will be constant enlightenment.

The sooner we recognize the fact that labor is not alone a mechanical necessity, not that it is a real human element consisting of the same sinew, bone and muscle as capital, and possessing the same ambitions and desires as those held by capital the sooner the struggle for existence of either side will be settled.

It would appear, economically speaking, that the peace of the industrial world can only be had by keeping labor constantly employed at high wage, but without an equivalent production there will soon arise a condition wherein exports will be unknown and eventually the markets of the world be lost to us by competition we cannot meet. Thus will industry suffer, reflecting its effect generally upon all endeavors and attacking the very foundations of present-day labor standards.

Unless the infallible law of supply and demand is made to work otherwise than is its accustomed wont, we will witness, just as soon as supply equals demand, a resort of ye olden time yardstick to measure the economic fabric of the future.

This might be otherwise if the human vision was universally broadened, but we all know, and only too well, that the vision of those now forced to broadness will quickly become divided and a rapid resort to the practice and wages of the period, when the major thought was every one for himself and the devil take the hindmost.

Unless strong precautionary measures are taken to safeguard present advantages more unrest and turmoil awaits industry than it has experienced in the past.

From many angles, high wage has its advantages, insofar that it enables the maintenance of a high standard of living and tends to a better citizenry, but in order for a continuance of such a condition many things are necessary, both governmental and social.

Firstly, American labor and industry must be protected by tariffs that will exclude any possibility of the dumping of foreign cheap labor products upon these shores; secondly, we must develop still greater efficiency of a very superior nature, that will increase the productivity of all our resources and industry, so as to be in a position to hold export supremacy.

Then again, seasonable occupation must be eliminated, for nothing will tend to unrest more readily than unemployment.

The worker having nothing else than his labor as his stock in trade, is entitled to a constant market for same. Therefore, it may become necessary to change existing methods of merchandising, so that purchases can be spread over a greater period and likewise deliveries of same, thus insuring longer periods of employment. If this is done it will automatically wipe out one of the greatest wastes prevalent in the clothing industry. The holding off of purchases in the hopes of buying below market values, is a factor that in the past has been largely instrumental in lowering the wage scale.

Another leading factor for chaotic conditions is unorganized management and over-production. There must be equal connection between distribution and production to keep a perfect balance, and without such a balance unrest of labor is unavoidable.

Industry is suffering sadly from a lack of scientific investigation, and where so investigated from the application of necessary methods, to take care of what has been unearthed by such investigations.

J. C. ATKINSON
Chairman Programme Committee

The universal waste of unemployed labor and capital as it stands to-day is to be deplored. Inject as much as you will of the professor of economics, the labor scientist and the ethical into present day conditions, and you will find the leopard spots have not been changed nor any solution of the vexatious problem found.

I am willing to concede that all these attempts to point out the glaring fact of the woeful condition our industry has been in, and this goes back to its very inception. What has been shown is of material value in the light that injustice of a crying nature has prevailed and that the only prevalent thought of the past was how could labor be exploited more so than yesterday.

Labor scientists point out that the possibility of avoiding unrest lies in welfare work and proper wage consideration coupled with a representation in management, and say when once the worker understands the relation between the cost of production and profits, that the employees will co-operate with their employers in phases of greater activity, which otherwise would not appeal to them.

Yes, indeed, they might co-operate in phases of activity, but what kind of activity? It appears to me that these scientists are theorizing entirely too much, and are neglectful of the one all-important dominating factor, the conscience of the human being and his ability to judge the right and wrong of conditions.

In dealing with the human mind we have facts confronting us and not idealistic theories. My contention is, and always will remain, that a long period of education is essential and must carry over a period for a generation before the mind can be thoroughly developed to a realization of true industrial cooperative justice.

We note through the expression of opinion offered by employment managers at their recent convention that there is a great variety of suggestions to appease labor and create economic justice.

The very fact that there were such varied opinions upon such a momentous subject proves conclusively that it would be extremely difficult to find a sure cure for industrial ills that would apply equitably to all kinds of endeavors. Though the best brains of this new profession were concentrated at this convention no one could offer a satisfactory scheme that would apply, and I doubt if one will ever be developed under our present form of government and industrial procedure.

The magnitude of the solution of industrial unrest can be gleaned from the fact that the National Industrial Conference Board of Boston has offered a prize of $1,000 for the best monograph on any of the following subjects:

1. A practicable plan of representation of workers in determining conditions of work and for prevention of industrial disputes.

2. The major causes of unemployment and how to minimize them.

3. How can efficiency of workers be so increased as to make high wage rates economically practicable?

4. Should the State interfere in the determination of wage rates?

5. Should rates of wages be definitely based on the cost of living?

6. How can present systems of wage payments be so perfected and supplemented as to be most conducive to individual efficiency and to the contentment of workers?

7. The closed union shop versus the open shop, and their social and economic value compared.

8. Should trades unions and employers' associations be made legally responsible?

Yes, and they could well afford to offer untold money for a monograph that would lead to something tangible, for we will then have passed over many of the boulders that now impede the road of mutual progress.

The era of the shorter working day has been on sufficiently long to be convincing of the fact that the laboring classes gain nothing by the shorter hour and higher wage scale, if he must compensate that advantage by an equal advance in all the commodities he uses.

The cost of unit production is increasing to such an alarming extent that it is now necessary for capital and labor to form a true partnership or we will face a condition of industrial chaos, the intensity of which will make the recent war look like a pygmy.

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DID THE STRAW HAT SHORTAGE CATCH YOU?

The Greatest Straw Hat Selling Season Has Just Been Passed Through—Hats of All Kinds and Descriptions Gathered From Store-rooms in Attic or Cellar Bring Top Prices.

WHILE in conversation with a Toronto hatter not long ago, a MEN'S WEAR REVIEW representative was taken down into a cellar store room and shown enormous quantities of hats that had been left over from former selling seasons after the 98-cent sale had fizzled down to a frost, and had been shelved for the first fall showing of stiff and soft felt hats. A few days later our representative again had occasion to go in at the same store, and again was led by the hand down the back cellar stairs and shown the wonderful stock of straw hats that was, for the place was cleaned out, even to the old antiquated models of 1914 with the low crowns and wide bands of ribbon, and at prices that a few years ago would have bought a "gen-u-wine" Panama-put-it-in-your-pocket, fold-it-anyway straw hat that father used to like to tell the rest of the boys he'd paid twenty-five dollars for.

Cut Price Sale

One of the most notable features of the straw hat season this year is the unique lack of cut price sales that usually are staged for the last week in June. True, there is generally a falling off in sales this time of the year as the majority of men buy their hats the first two weeks in June, and some merchants put on sales to liven things up, and purchasers are induced to lay in a stock for next season or discard the slightly soiled hat that was held over from last season and is beginning to look seedy and get classed in the "has beens," or "used-to-was" category, with a class B rating for garden or home duties only. The wise merchant will be well advise to hold off such sales entirely this season, for there will be plenty of opportunities to sell two straw hats to almost every original purchaser, for they are a frail contraption, and once sat upon, are fit only to be taken as an upper protection on the odd jaunt into the woods or the holiday resort, where the dress shirt is a quantity equally unknown, and abhorred. Prices are not coming down, and in fact in most quarters are predicted going up from 25 to 35 per cent. higher next season, it would seem to be better business to sell them only at such prices that will show a regular profit that is ordinarily made on regular rather than deteriorates. Following is a note of warning, headed: "A Lesson in the Straw Hat Shortage," which appeared recently in the "American Hatter":

"The outstanding feature of this season's hat business is the overwhelming demand in May for straw hats and the failure of the supply to anywhere meet the volume required. Not in one section of the country, but everywhere, was the same story—pleasant weather, bright, warm, sunshiny days, a universal impulse to throw off the felt hat and don a straw. It seemed that everybody in creation bought a straw hat, or rather tried to buy a straw hat—all within the period of one week, and as the aggregate hat retailing facilities of the entire nation are not sufficient to meet such a demand, quite naturally chaos ensued.

New York to California and Back

Weird tales are afloat in the gossip of the market—hats doubled and tripled in price at wholesale; jobbers buying at retail prices from other jobbers and selling to retailers at substantial advances; hats originally shipped from the factories in the East to California jobbers actually sold to retailers in New York and shipped back East; styles of years ago buried in cellars with the sign over the door, "Abandon hope all ye who enter here," dug out and actually sold for real money! There were only two essential requirements to consummate a sale—the article must be made of straw and must be formed in the shape of a hat—what the straw was or what the shape or trimmings might be, was immaterial, and even the price was of little concern, being limited only by the degree of nerve that the seller possessed.

A Market Bare of Hats

On June 7, so far as the American trade was concerned, there was not a straw hat in the world except the hats on the street and in the sadly-depleted stocks of the retailers. Such a clearance of stock early in the season or late, has never been known—the market is bare of straw hats, and manufacturers are unable to produce enough for the remainder of this season to meet the requirements.

"This in brief is the history of the straw hat season of 1919. Never during the career of the oldest men in the industry has the trade experienced a similar situation.

Labor Scarcity Caused Shortage

"The causes for the unprecedented conditions are clearly defined. On account of the labor stringency resulting from war conditions, manufacturers were unable to produce even 50 per cent. of their usual output—so much for the restricted supply; a combination of business prosperity, high wages and favorable weather early in the season created the active demand.

The true value in a study of the past is found in the lessons thereby taught for guidance in the future and for hat men a review of this season teaches clearly the wise course for next year.

In 1920 there will be another shortage of straw hats. This year there was some measure of relief in the surplus of stocks carried over by retailers and wholesalers. This surplus has now disappeared, and for next year there will be available only the current year's production and while the labor situation is greatly relieved, it is nevertheless certain that there will not be a sufficient number of straw hat workers to bring the year's output anywhere near the normal mark.

Higher Prices and Short Stocks for 1920

For 1920 there must be substantial increases in straw hat prices, and it is quite likely, after the new lines are on the road, that prices will be advanced as the season progresses. There has been no attempt on the part of straw hat manufacturers to engage in profiteering—competition is too keen. As a natural result cost figuring and the establishment of prices is based on the closest possible margin and in consequence it is likely that with the unsettled conditions when the lines take the road, later developments will necessitate readjustment of prices to meet increased costs that are confidently expected to materialize.

It is impossible at this writing to give any definite idea of the amount of the probable advance in straw hat prices—manufacturers themselves do not know their new prices yet. Perhaps the increase will be $3 a dozen—perhaps it will be still greater, possibly not so much.

One big item of advance is the price of labor, another big increase is in the cost of braids—as an example, one item which a year ago cost 85 cents apiece, is to-day quoted at $2.35, and similar increases apply to the entire list in the braid market.

On account of the congestion caused at the factories by the enormous orders which will demand maximum production right to the end of the straw hat season, it is assured that all of the straw hat lines will be late in starting road trips, more especially as manufacturers will wish to wait in order to permit conditions to develop as far as possible before starting the season's business.

Panamas, etc., Also Scarce and High

In Panama and other woven body hats the situation is practically the same as in the straw braid industry. Just as braids have increased in cost, so bodies have had sharp advances in prices and the cost of labor has gone up to the same extent, so that there will assuredly be substantial advances in price for the coming season with a probability of a shortage of hats next year.

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CHANGE AT CENTRAL AGENCY

Announcement is made of the resignation of Walter Wilson as joint manager of the Central Agency, Montreal. Mr. Wilson is succeeded by W. K. Knubley.

FASHION-CRAFT NEWS

Gathered from Members Attending Convention.

Mr. P. Bellanger, president of P. Bellanger, Ltd., operating Fashion-Craft shops in Toronto, was in Montreal for the International Designers' Convention.

L. A. Roy, proprietor shop Fashion-Craft, Quebec, attended the Designers' Convention whilst on his semi-annual buying trip to Montreal.

E. R. Fraser, Ottawa; E. E. Bell, Hamilton, having exclusive sales rights for Fashion-Craft in those cities visited Montreal during the Designers' Convention.

W. H. Todd, formerly Fashion-Craft agent at Medicine Hat, will open his new shop of Fashion Craft at London, Ont., on July 15. The building, which is 20 by 230 feet deep, will be used entirely by Mr. Todd to merchandise Fashion Craft Men's Clothes in conjunction with high class men's furnishings.

Mr. W. McKenzie, recently returned from overseas, has accepted the position of manager of the clothing department of W. H. Todd's new store, London, Ont. Mr. McKenzie, before joining up with the C.E.F., was acceptably known as manager of Belveau Peace shop Fashion Craft, Portage Avenue, Winnipeg.

New agencies at which Fashion Craft Clothes san be obtained have recently been opened at Portage La Prairie, Moosomin, Estevan, Weyburn, Souris, Neepawa, Borsevain, Minedosa, Wolsley, Napinka, Carnduff, Broderick, Shoal Lake, Yorkton and Russell.

Mr. Rod Weir, sales manager Fashion Craft, manufacturers, Ltd., has recently returned from a three months' trip to the coast on his semi-annual visit to the firm's various agencies. He found conditions exceptionally good as regards dress of high prices, customers buying freely.

RETAIL TRADE IN OTTAWA SATISFACTORY

Although the unseasonable nature of the Winter made business in some respects difficult, the trade in Ottawa does not appear to be worrying very much about the situation.

"Our business ought to be better than last year," said Mr. W. McGiffin, of Charles Ogilvy, Limited, "because we are about twice the size we were then. Situated where we are here, we are about on the border of the shopping district for the English-speaking custom, and three-fourths of our trade is from that source.

"We find conditions about as good as in other years. About 90 per cent. of our trade is cash. We do not find much trouble in getting stock, with the exception of linens, which have been hard all along."

There has been some talk of the United States woollen manufacturers attempting to dump their overstocks on the Canadian market at a much lower price than prevails in the United States. "We have not seen much evidence of this as yet," said Mr. McGiffin. "Occasionally an American firm will show woollens of very good value, though. We have recently been able to buy serge at an appreciably lower price from some Canadian wholesalers, but I could not say whether it came from the United States or Great Britain."

NEW SALESMEN

Mr. A. J. Robertson, recently manager of the Torcan Fancy Goods Company; Mr. F. J. Venator, late of the C. E. F., and before that of the Torcan Fancy Goods Company; Mr. H. Mansell, formerly manager for Canada of Lazarus & Rosenfeldt; and Mr. Robt. Brownlee, formerly of Palmer's, Limited, Montreal, are new representatives of the A. C. Gilbert-Menzies Company. Mr. Robertson will be sales manager for Ontario, assisted by Mr. Venator, Mr. Mansell for the West, and Mr. Brownlee for the Maritime territory.

A REVIEW OF SOCIAL ECONOMICS

Continued from page 59

All present-day plans to offset industrial unrest will, I fear, never have the effect of bringing about continual peace; some formula must be created that will convince labor that capital will share equitably and distribute the wealth it produces from its toil and only this, it appears to me, will establish the proper confidence and safeguards and will bring to labor a realization that production is his problem and he will profit or suffer to the extent this problem is handled by him.

The recent move among the clothing manufacturers looks much like an attempt to clean house from without in place of within; and, especially is this so wherein the prevailing mode of procedure is a resort to the contract basis of manufacture.

The outside contractor has in the past, and will in the future, be a prime stumbling block between the introducing of efficient management. Nothing can ever be accomplished in times of tranquility until the manufacturer assumes full and complete responsibility and places himself in position to not only be in constant personal contact with his workers, but, likewise to give personal attention to all that goes with it, and this can never be done through the contract method.

All thought to-day seems concentrated upon the one issue, labor, and, while admitting it is a gigantic one, its necessities could be more easily appeased if the individual waste of time and material were eliminated from our industry. I unhesitatingly say that there is sufficient of this in the procedure of clothing manufacturers to not alone pay labor a still higher wage than now prevails, but, in addition thereto, declare dividends then that would amount to a very handsome percentage of their yearly earnings.

It is very apparent that many conventions of the past ten years have been instructive, to wit, that our industry was woefully lacking in management as to have caused continual chaotic conditions.

All of the cases thus far decided by Chairman Bell were of such a trivial nature as to be almost ridiculous. However, I am willing to admit that with unrest at fever heat very little is required to start a conflagration from a smoldering spark.

Present conditions plainly show the inefficient manner in which our manufacturing has been conducted and it likewise vividly portrays the weakness of the man responsible for same.

That it should have been necessary to call in the impracticable ethical element to inject proper thought into procedure is to be deplored, and for the only reason due to the lack of technical knowledge, adjustments to all situations cannot be arrived at as satisfactorily as if this matter were left to the material, practical humanitarian head.

Alas it is also true that of this element there is a crying scarcity. Here again comes forth my warning of 10 years ago, and that was that the most serious situation of that day and the days to come was the total absence of proper training for men who were to be responsible for the management of the future.

Time and time again have I appealed that immediate steps should be taken for developing not alone efficient labor but likewise men who could handle our problems.

The records of this association will show that upon the early sessions of same I constantly laid stress and dwelt at length in my addresses to you of the importance of training. I even went so far as to say that if part of the money devoted to the injudicious advertising resorted to by our manufacturers were diverted to the establishment of schools for training our workers the benefits that would be derived would prove greater than this monster display of printer's ink.

I have likewise strongly advocated in the days gone by that a certain percentage of the profits or direct expense should be figured for training purposes. Had these suggestions been adopted at that time there would have been little need now for the extravagant procedure that has to be gone through nowadays to settle the simplest disputes.

The definite aim

and fixed purpose of the maker of *good* clothes, is to establish a bond of confidence between not only retailer and producer but retailer and consumer as well. Upon this principle has been reared the uniformly high standard of

Bengard Clothes

the quality of which is never questioned.

FALL AND WINTER STYLES ARE READY

B. Gardner & Company
Montreal

Bengard
B G & C
Clothes
TRADE MARK REG'D

It Hurts to Lose Sales

The

"GOVERNOR" FASTENER

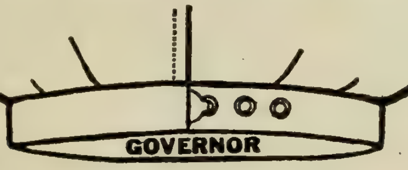
For Boys' Knee Pants

Will show you the road to more profits.

The strongest of assurance a merchant can have of prosperity in the future is a reputation in his community for always having satisfied his patrons.

Stop losing money—investigate the Governor Fastener and you will in future sell only Boy's Suits equipped with this fastener. We will gladly quote you prices.

The Governor Fastener Co., of Canada, Limited
46 St. Alexander Street, MONTREAL



WE thank you for unprecedented favors extended to our representatives East and West in trip just ending.

Your orders are having careful attention.

We are now preparing to start out in August with novelties for Christmas and **Complete Ranges for Spring, 1920.**

Tress' Hats, Caps and **Tress'** Straws.
Young & Rochester's Shirts and Neckwear, Flannel Trousers, Vests, etc.
"Aquascutum" Coats in Tweeds and Homespuns. Lockerbie & Company.
Glanfield's Motor Clothing, Sport and Rain Coats.
R. W. Myhill's Hosiery.
John Skelton's Sweater Coats.

Wreyford & Co.

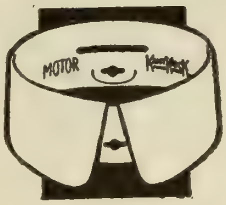
Toronto

Wholesale Men's Furnishings and Manfr's Agents

KANTKRACK

TRADE MARK REGISTERED

COLLARS



12 to 18½

12 to 18½

—make money for you
—save money for your customers

One KANTKRACK Collar will outwear eight ordinary linen collars—a fact worth emphasizing to every man in these day of soaring prices.

And besides the KANTKRACK Cleanable, Non-Wilting Collar is fully equal in appearance to the easily soiled linen collar. And it never costs a nickel for laundering.

Stock and suggest KANTKRACK Composition Collars. Every man needs one!

13 to 18

12 to 19

The
Parsons & Parsons Canadian Company
HAMILTON - CANADA

ESTABLISHED IN U.S.A. 1879
ESTABLISHED IN CANADA IN 1907

It stands the wear
where the wear is hardest

EVERYBODYS
OVERALL

is a sound and serviceable working garment that is built upon proven principles of long wear and all-round dependability.

At those points where ordinary overalls "give way" first Everybodys is reinforced and will stand up under the most trying conditions.

We possess every up-to-date manufacturing facility in our present premises and can assure our patrons prompt deliveries.

EVERYBODYS
Absolutely
Guaranteed
OVERALL

Give Everybodys overalls a trial.
The line that sells.

EVERYBODYS OVERALL COMPANY
London, Canada

Manufacturers of:

Ladies', Gent's and Children's Umbrellas.

Carriage and Canes.

Ladies' Pure Silk in Black, Blue, Purple and Green.

Sample Rooms:

A. R. McFarlane,
506 Mercantile Bldg.,
Vancouver, B.C.

Geo. G. Smith,
403 Canada Bldg.,
Donald St.,
Winnipeg, Man.

L. Goudreault,
212 John Street,
Quebec.

Jones-Cairns Limited,
85½ Prince William Street,
St. John, N.B.

John Gordon & Son,
316 St. James St.,
Montreal, P.Q.

THE ECLIPSE UMBRELLA CO., LIMITED
127 ST. GEORGE STREET - - - MONTREAL, P.Q.

FASHION-CRAFT

Quality Clothes

Made to meet the growing demand for men's clothes of reliability and positive good style.

The object of the makers is not how cheap, but how good.

Sold at 250 points throughout Canada ready for service and made to measure.

Agencies open wher not already represented.

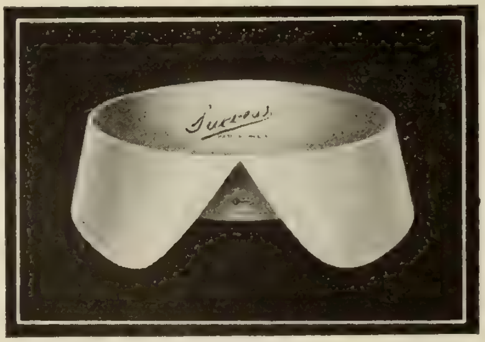
FASHION CRAFT MANUFACTURERS
LIMITED
MONTREAL

Success
REG'D
MADE IN CANADA.

A Success on land and sea. A recent addition to the "Success" range. A new and popular shape.

"Beatty" is the right thing for the hot weather, a low, cool and comfortable collar that will lead to satisfaction.

Sold in half-inch sizes from 13 to 17, by the leading wholesale trade throughout the country.



The "Beatty"

The Canadian Converters' Co. Limited

Montreal

TRADE MARK REG'D

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

'Tis the Quality behind the Name that Counts

Its good business

to carry a line of clothing which starts at a price where values begin; and finishes where the frills make it impossible to give value.

New Era – Quality Clothes is that Line

Manufactured by

THE FREEDMAN COMPANY

41 Mayor St. - - Montreal

The Proof of the Overall is in the Wearing

The merchandising of good honest reliable goods is a real pleasure to any dealer, and the only way to build a permanent business.

Upon this policy GOODHUES STAR BRAND OVERALLS have attained a reputation second to none in the manufacture of honest merchandise.

Think of this when selling your customers GOODHUE'S STAR BRAND OVERALLS; 25 years' experience back of every pair. A guarantee of satisfaction or new pair free. Honest merchandise at an honest price.

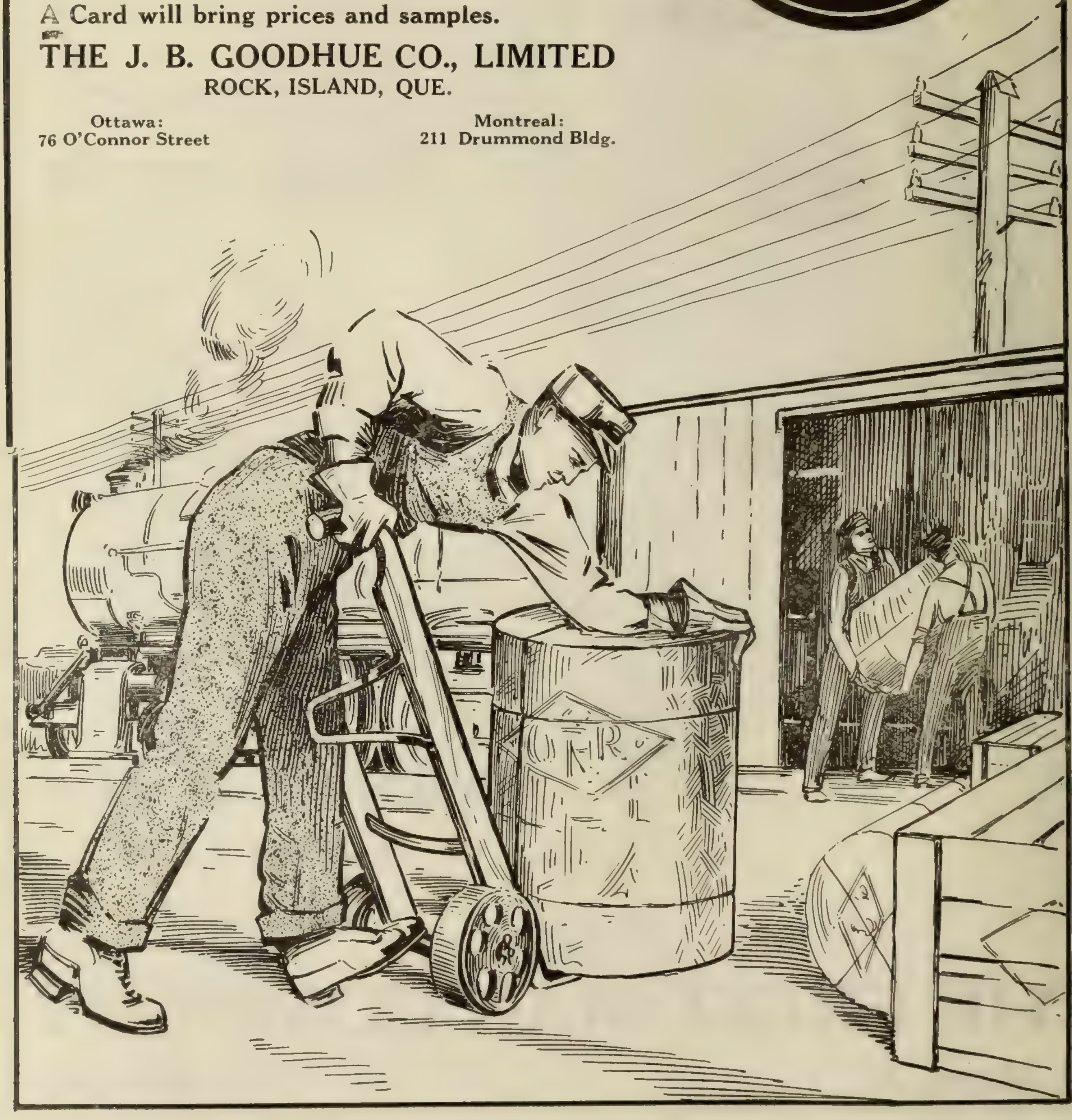
THE J.B. GOODHUE CO. LTD.
ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS,
SHIRTS, PANTS &c.

A Card will bring prices and samples.

THE J. B. GOODHUE CO., LIMITED
ROCK, ISLAND, QUE.

Ottawa:
76 O'Connor Street

Montreal:
211 Drummond Bldg.



DELPARK

PRODUCTIONS

Our Travellers will be Showing for *Fall* and *Spring* Early in July

UNDERWEAR
PYJAMAS
NECKWEAR
SOFT COLLARS
NIGHTSHIRTS
QUICKLOCK DRESS TIES,
Etc.

Produced in Canada simultaneously with our American factories and in exactly same Style, Quality, etc.

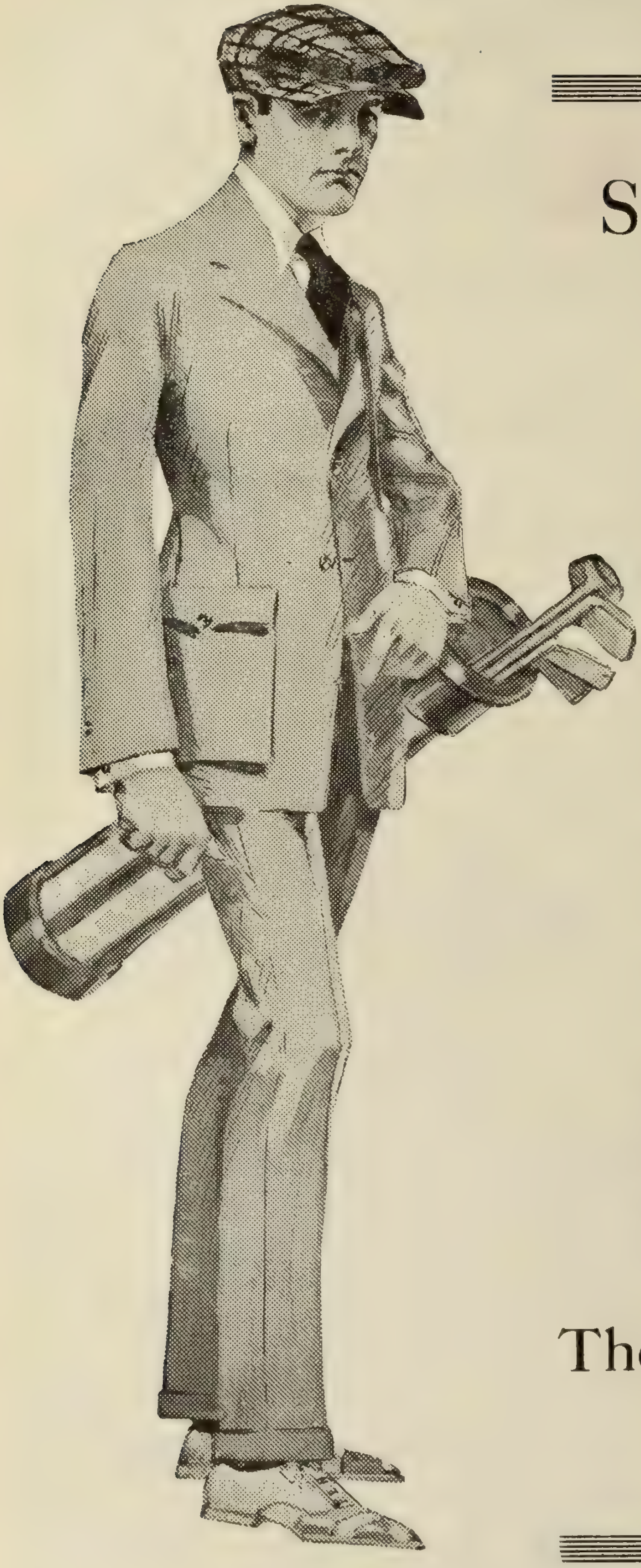
The only lines made in Canada bearing the above important trademark so popular with hundreds of Canadian customers.

Let us know your requirements for prompt and satisfactory fulfillment.

DELPARK CANADA, INCORPORATED
VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : : : 153 NOTRE DAME STREET WEST
MONTREAL

FACTORIES: HAMILTON, ONT.
Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax



Summer Weight Clothes

for every man

They're *Miller-made*—you know the kind—carefully designed, correctly cut, well tailored togs that will make the hottest Summer day comfortable to a degree.

We can make immediate deliveries on these timely offerings but, to avoid disappointment, we suggest placing orders promptly.

Samples will be sent you on receipt of request.

Duck Pants--Khaki and White Cream Flannel and Beach Pants.
Duck Coats
Tweed Pants
Driving and Warehouse Dusters
Official Boy Scout Outfits
Cadet Uniforms, etc.

The Miller Mfg. Co., Ltd.

44-46 York Street
Toronto, Ont.

Quality

Campbell's Clothing

The Day of Good Clothing

This is the day of good clothing. The public who must pay more demand more service. Good clothing to-day costs little or no more than poor clothing.

We have never made anything but good clothing and many merchants are appreciating this fact.

THE CAMPBELL MANUFACTURING COMPANY
MONTREAL
1202 ST. LAWRENCE BOULEVARD

Better Business

WITH peace a settled fact, now is the time to advertise and re-identify your firm and products with prospective customers. It is the consensus of opinion that an era of unprecedented prosperity is ahead. Get your share of this business. Write or telephone us for rates.

MEN'S WEAR REVIEW
143-153 University Ave.
Toronto

Hot Weather
Everything Off
But Pants

Specializing on this line we can give you better styles, better workmanship, better values than can the ordinary Clothing Manufacturer. Make us prove it.

Complete Fall range, including many new patterns, shortly in the hands of our salesmen.

Also a complete range of Boys' and Young Men's Clothing, at popular prices.

EASTERN PANTS MANUFACTURING CO.
324 NOTRE DAME ST. WEST MONTREAL, QUE.
Makers of
MEN'S, YOUTHS' AND BOYS' PANTS
AND BOYS' SUITS.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

CASH FOR OLD HATS
Fur Stiff Hats—Black or Coloured
DUBRULE MFG. COMPANY
164 McGill St., Montreal

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

SALESMEN FOR MEN'S TROUSERS—RELIABLE SALESMEN TO carry high class line of men's trousers and boys' bloomers, on commission. Must have good connection with clothing and men's furnishing stores. Territory Western Provinces, British Columbia, also Quebec Provinces. Will only consider men who are well recommended. Apply "Furnishings," Box 1934, Montreal.

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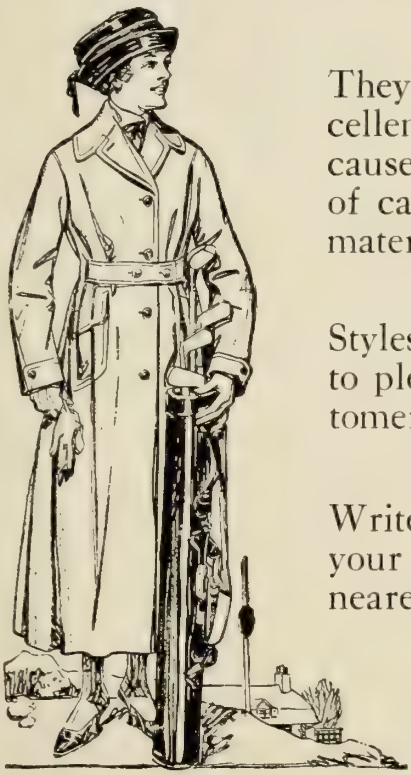
CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

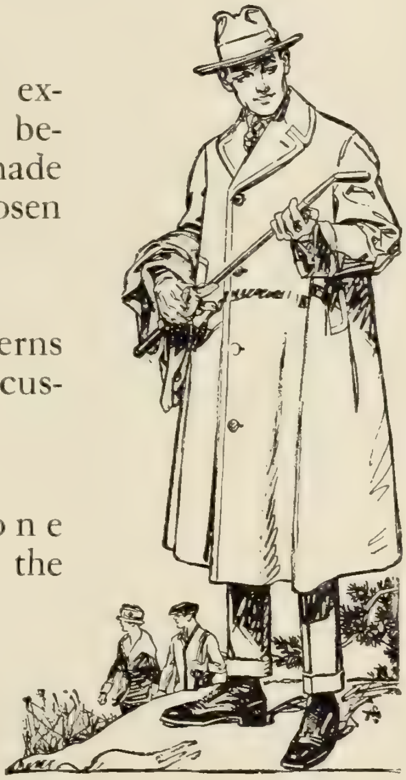
The Raincoats that are equally satisfactory to you and to your customers



They give such excellent service because they are made of carefully chosen materials.

Styles and patterns to please every customer.

Write or phone your order to the nearest branch.



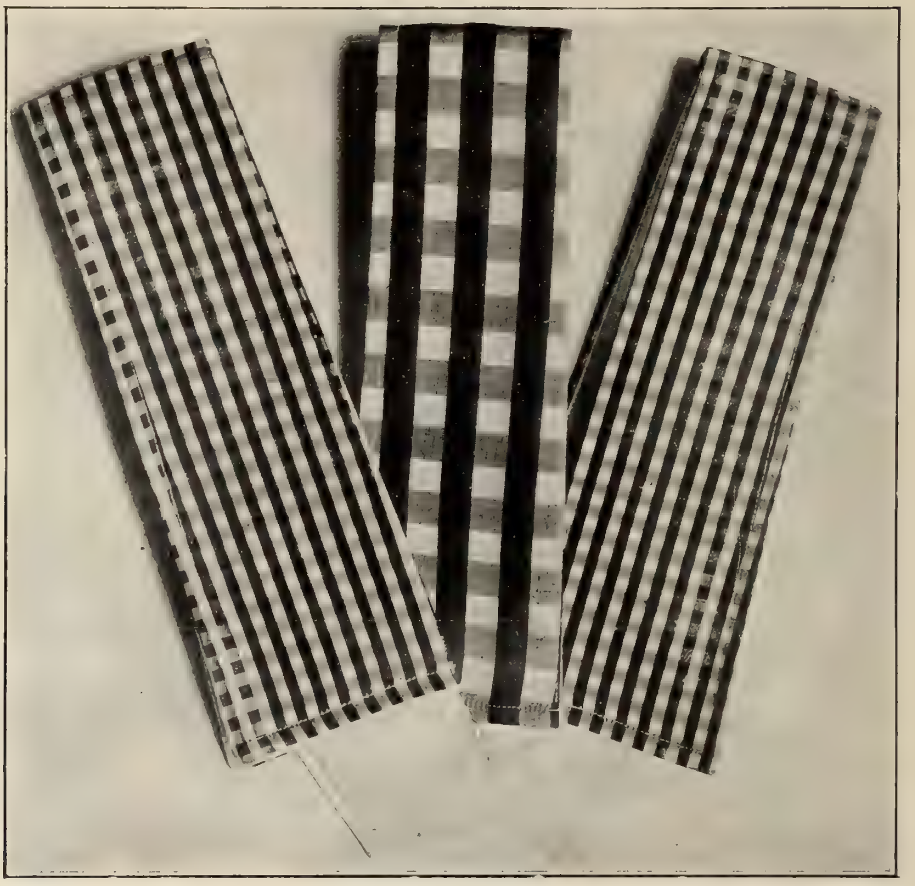
Dominion Rubber System Service Branches

located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria

The Latest Soft Collar Novelty

We Always Have Them First



These Shepherd's Plaid in the finest Taffeta Silk are the new soft collars which will be ready for delivery July 10th to 15th.

The first one in Blue and White, is "Broker"; large check in center in Black and White, is "Ticker," and the last one, in Black and White, is "Banker." All of these, as their names denote, should be money-makers for you.

The price is $4.00 per dozen.

TOOKE BROS. LIMITED

MAKERS

Montreal Toronto Winnipeg Vancouver

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, AUGUST, 1919 No. 8.

Our Boys' Clothing
Is styled to please the Mothers
and render the youngsters
the fullest measure of service

The Young Men's Clothing
expresses in every line
the spirit of the
New World

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT

MILNE'S NECKWEAR NEWS

BIG VALUES AUGUST, 1919 *RIGHT PRICES*

MILNE'S FALL NECKWEAR

Quality is the dominant note of this new Milne assortment—quality materials, tasty and original colorings and prices that are uncommonly attractive.

Immediate ordering will guarantee you prompt satisfactory deliveries.

Our Advice is
Buy Now

WILLIAM MILNE

The Newest in Neckwear

50 York Street Toronto

DU PONT CANADIAN INDUSTRIES

What Is the Outlook for Fall and Winter Trade?

So far as Challenge Cleanable Collars are concerned—Good!

There are undoubtedly more users of Challenge Collars than ever this Fall.

Reasons? A white collar that never goes to the laundry is both satisfactory and economical. A collar that does not fray and give out after a couple of weeks, is a hit with the young fellows. The shapes, sizes and styles of Challenge Collars meet the present demand of men—old and young—who give care to their dress.

And Challenge Collars are constantly and persistently advertised to the public. This publicity is bound to act as a stimulant to your Fall and Winter trade.

Are you stocked up on Challenge Collars to get your share of business? Let us send you our Collar Stand, store cards and advertising features that help sales.

The Arlington Co. of Canada
Limited
63 Bay Street : Toronto, Ont.

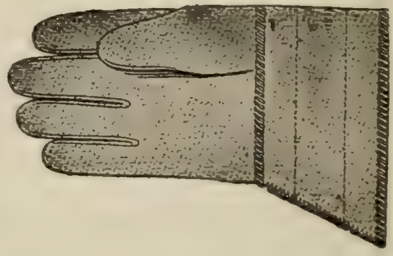
DU PONT

TAPATCO REGISTERED BRAND TRADE MARK

WORKING GLOVES
FOR THE HARVEST TRADE

Now is the time to lay in an ample stock of good, serviceable work gloves for the coming harvest trade. Stock a line that you can honestly recommend as real value for the money.

TAPATCO GLOVES have stood the test under the most severe conditions.
And there's variety enough to meet the requirements of every man. Made in Gauntlet, Knit Wrist and Band Top styles (heavy, medium and light), Leather Tip and Leather Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.



The American Pad & Textile Co.
CHATHAM, ONT.

Peck's

Better Looking and Better Selling Caps and Shirts

Quality is put into every one of Peck's Shirts, and Caps plain enough for every man to see. It's the quality too that appeals to a man's sense of values and to his pocket-book.

Peck's Shirts offer him a classy assortment of Fabrics and Colorings at prices that are certainly a proof of Peck's values.

And *Peck's Caps* embody the timeliest ideas in the widest variety of Fabrics and Patterns.

John W. Peck & Co., Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Something New in CAPS

An **all-wool Jersey cloth,** the kind of material that clings close and gives that neat appearance, and is very light in weight. An ideal cap for Fall and Winter.

Made in one piece or 8 quarter top with or without band, in grey, brown, green, blue and hatter's mixture.

Our price, $22.50 per doz.

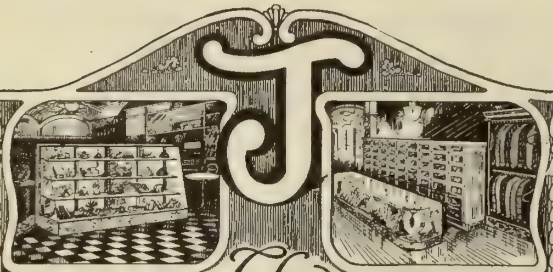
This cap will bring you business and make satisfied customers.

Always look at our samples. It will pay you.

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO



The New Way System

OF UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

CLOTHING,
DRY GOODS,
GENTS' FURNISHING,
DEPARTMENT STORES.

Catalogue and particulars on request.

Jones Bros. & Co. Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West,
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

BOYS
LION
BRAND
CLOTHING

LION BRAND BLOOMERS

Have a good stock on hand for the school opening days.

Lion Brand Bloomers have won their place in the regard of the little fellows and their elders through their neat appearance and consistent good qualities.

Send along your order for a stock of Lion Brand and secure a bigger portion of the profitable juvenile trade.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Hensall

ARM & HAMMER BRAND
SHIRTS OVERALLS
J·A·HAUGH MFG. CO., LTD.

See that this brand is on your Fall Stocks of Working Shirts

Then you can honestly recommend them because the Arm and Hammer Trade Mark is a dependable guarantee of good workmanship and good wear.

Every shirt in this new assortment is well made, roomy and will please the wearer from every point of view.

We can give you good deliveries. Send along your order as soon as possible.

The J. A. Haugh Manufacturing Co., Ltd.
TORONTO, CANADA

Live News!

THE Cream of New York and Rochester Styles in First Long Pants Suits.

And wearing qualities in keeping with their slick appearance.

A combination of Good Looks and Good Value that will boom your store with the youth of your town.

Our men are now showing this range. A penny post card will put you on the list for an early call.

YORK CLOTHING CO.
35 Church Street
TORONTO

S R & Co

"Fit Well"

WATERPROOF

BEST BRITISH MAKE

Let It Pour!

The

FIT WELL WATERPROOF

Resists It

The man inside a Fit-Well Waterproof is proof against the heaviest downpour that a Fall day can produce.

Add to that security the dressy appearance of every Fit-Well Waterproof and you will readily see their big selling possibilities.

A stock of Fit-Wells will equip you for the Fall raincoat trade. Arrange now to see samples and so have your order placed in good time for early delivery.

S. RUBIN and COMPANY

Mfrs. of the
Fit Well Waterproofs
437 ST. PAUL ST., W. MONTREAL

LARGE STOCK FOR IMMEDIATE DELIVERY

Mail Orders Receive Special Attention.

ADMIRAL

NATURAL WOOL Underwear

A big seller---and gaining in popularity every year.

The genuine attractive natural wool color, texture and serviceability.

Made in two-piece garments. Also in perfect form-fitting combinations.

"*Admiral*" and "*Commodore*" brands for Men and Boys.

"*Primrose*" and "*Priscilla*" brands for Women and Girls.

Selling Agent to the Wholesale Trade

C. O. Paton

23 Foy Bldg. Toronto

Roberts Clothing Co.

"MADEWELL BRAND"

Wholesale Clothing Manufacturers
TORONTO

For some considerable time to come, whilst the price of good clothes is so extremely high, owing to abnormal conditions that cannot be avoided, there is likely to be a heavy demand for odd pants to match up that Spring suit, and should the storekeeper stock up with the "Made Well Brand" there is no need to turn away a customer. We are specializing in this direction and our prices are right. Write us for samples sent prepaid, or we will have one of our 12 representatives call on you. Let your customers go away satisfied with a "Made Well" pant; they will come again. Satisfied customers are the best medium of publicity. Popular priced pants that ensure a good profit always in stock.

Wreyford & Co.

Toronto

WHOLESALE MEN'S FURNISHERS
MANUFACTURERS' AGENTS . . .

The raising of the Blockade has vastly increased the demand on all manufacturers. We are getting deliveries of our early buying, but must ask indulgence of our customers if some lines are a little late.

We are starting out with new lines for Christmas and complete ranges for Spring, 1920, at end of August, and to render the West better service, we are arranging for

OFFICE AND SHOWROOMS AT WINNIPEG

which will be in charge of our
Mr. J. C. Wreyford

We are Dominion agents for—

Young & Rochester Shirts, Neckwear, Flannel Trousers.

Tress & Co.'s High Class Hats, Caps, Straws.

R. W. Myhill—Leicester Hosiery.

Aquascutum—English Ulsters, Rainproof Coats for Sports, etc.

John Skelton & Co.—Coat Sweaters, Mufflers, etc.

Glanfield & Co.—Motor Clothing.

Wreyford & Co.

Toronto, Canada

Needed By Every Harvest Worker—

"A. R. C." BRAND

WORK SHIRTS AND LEATHER WORKING GLOVES

You need a stock of work shirts and gloves for Fall selling. By letting us take care of your requirements in this direction you save money.

We offer you very attractive prices, made possible by reason of the fact that **we tan our own leather.** That makes a big saving and you get the benefit.

A.R.C. Brand goods are well made, well advertised and easily sold. Try them—Working Shirts, Working Gloves, Mitts, Moccasins, Sheep-lined and Mackinaw Clothing.

A. R. Clark & Co., Limited

TORONTO

MONARCH-KNIT
THE MONARCH KNITTING COMPANY LIMITED

A large colored announcement telling more about our Spring, 1920, Range, will appear in the next issue.

Announcing the New Range For Spring, 1920

MONARCH-KNIT

COMPRISING a most extensive assortment of smart, new styles in Pullovers and Sweater Coats in both silk and wool. All the newest shades and popular color combinations are represented.

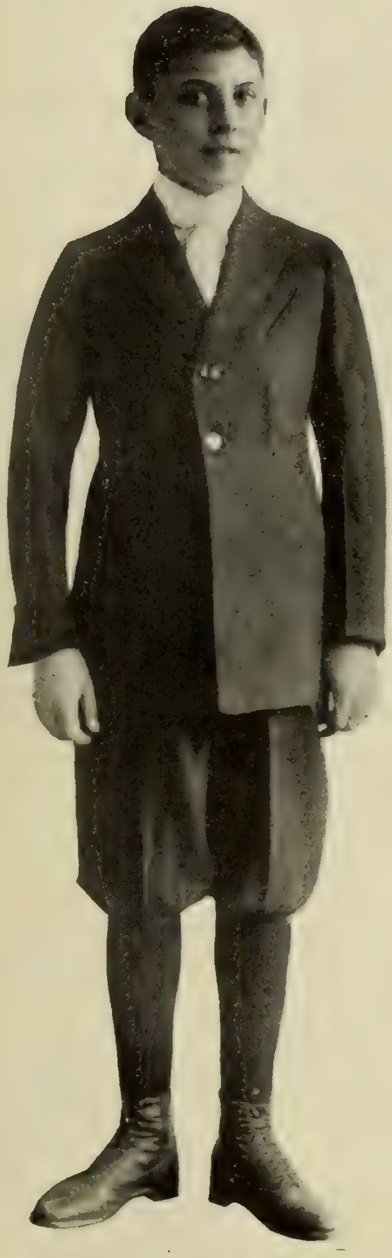
Also Monarch-Knit Hosiery—the well-advertised quality line for Men, Women and Children, in silk, mercerized and cotton. Many attractive new numbers for spring.

Travellers will be out with samples early in August. Watch for the Monarch-Knit Salesman.

MONARCH KNITTING CO. LIMITED

Head Office - - Dunnville, Ont.

Factories at Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.



TRADE MARK REG'D

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

New Era Quality Clothes

This is not a drawing, but an actual photograph of one of our many Boys' Models.

Our line also comprises Juniors, High School Suits, Men's and Young Men's Models.

Our travellers will be out October First---wait for them.

THE FREEDMAN COMPANY

41 MAYOR ST. :: MONTREAL

HOSIERY and UNDERWEAR

that *does* satisfy on all points,---

COMFORT, QUALITY, VALUE

IN "OBERON" Hosiery and "BELNIT" Underwear these qualities are embodied to perfection.

Because they are so thoroughly dependable, these brands are trusted the world over; they have earned for the name of "BRETTLES" a front rank position in the Hosiery and Underwear trade.

Our Mr. Marshall is now showing complete ranges in the Winter weights which all our friends who are interested in these lines should make a point of inspecting.

Mr. Marshall is also showing full sample selections of goods indicated below. All the lines are in popular demand, of distinctive character, high quality and excellent value.

All orders entrusted with Mr. Marshall will receive prompt and careful attention, and be dealt with in a manner that will earn your full approval and continued custom.

"OBERON" SPECIALTIES

Hosiery, Underwear, Rain Coats, Shirts, Pyjamas, Dressing Gowns, Bath Robes, Collars, Neckwear, Men's Caps, Braces, Towels, etc., etc.

Men's Cashmere Half Hose.
In Black and 21 different colors. All Wool. Heavy weight. Price, $9.65.
Owing to the scarcity of good wool half hose, customers are advised to place their orders immediately.

Silk Half Hose.
Black Ingrain Spun Silk, Embroidered Silk Clox, $1.75, $1.80, $1.85, $1.90 per pair.
Pure Silk Half Hose, hand made. Woven Clox. $4, $4.25, $4.45, $4.70 per pair.
These two numbers can only be obtained from Geo. Brettie & Co., Ltd., who are the actual manufacturers.

Men's Artificial Silk Scarves in a variety of patterns, including Black and White Stripe effects. Self Colors, etc., $4.90 each.

Men's Knitted Silk Ties.
Derby Shape in Self Colors, Heather Mixtures, Black, for immediate delivery. Prices, $6, $7.40, $7.65, $10.95, $14.80 dozen.

Handkerchiefs.
Silk Handkerchiefs for Men in a variety of Patterns and Colors. $9.85, $11.80, $12.30, $15.75, $16.75, $17.70, $18.70 per dozen.

Dressing Gowns.
Fancy Silk Dressing Gowns in quaint designs. "Brettle's" make. $15, $16, $17.50, $18, $20.

Silk Underwear.
Underwear in Novia Silk manufactured by Geo. Brettle & Co., Ltd., from $15 up to $50 per garment.

Men's Chamoisette Gloves.
These Gloves are manufactured at our factory at Belper, Derbyshire, England, and without doubt are the finest value in Gloves ever offered. Made in the following shades: Natural, Chamois, Mole, White, Beaver, Grey. All sizes. Domes or Buttons. Plain or Black points. Bolton Thumbs and Sewn with Silk throughout. Prices, $12.50, $13.25 dozen.

Canadian Representative:

MR. HUGH D. MARSHALL, 306 Stair Building (corner Bay and Adelaide Streets), Toronto
Main 3354

TRADE B MARK
OBERON

"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES

'SUTOPLEX'
(REGD TRADE MARK)
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2, ENGLAND
Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

Be sure to visit our exhibit at the Canadian National Exhibition, Toronto, Aug. 23rd to Sept. 6th. We are making a wonderful display of the highest class men's furnishings. Our latest price list is now ready, write to our Toronto office if you have not received a copy.

THE HUDSONS BAY CO.

L. Cheeseman & Son, Burin North, Newfoundland, 100 miles from railroad.

The Edmonton store of The Hudson's Bay Co. One of fourteen stores operated in Canada by this company.

National Cash Registers are used in the largest and the smallest stores in Canada

THE way Canadian retail merchants have turned to labor-saving machinery during the past two years is very significant.

The movement began when the war's great dragnet started taking the young men and women "over there."

Retail merchants, forced to adopt labor-saving machinery, were quick to see the advantages of National Cash Register speed, accuracy, protection, and economy.

Month by month, and town by town, National Cash Registers have earned their way into the daily business life of Canada.

Every city and hamlet is using them —and calling for more.

A store system that helps these stores will also help yours

The National Cash Register Company of Canada, Limited
Factory: Toronto, Ontario

Branch Offices:

CALGARY................74 Second Street, W.
EDMONTON....................5 McLeod Bldg.
HALIFAX..................63 Granville Street
HAMILTON.................14 Main Street, E.
LONDON.....................350 Dundas Street
MONTREAL...........122 St. Catherine St. W.
OTTAWA......................306 Bank Street
QUEBEC.....................133 St. Paul Street
REGINA...................1820 Cornwall Street
SASKATOON.............265 Third Avenue, S.
ST. JOHN...............50 St. Germain Street
TORONTO...................40 Adelaide Street
VANCOUVER............524 Pender Street, W.
WINNIPEG.............213 McDermot Avenue

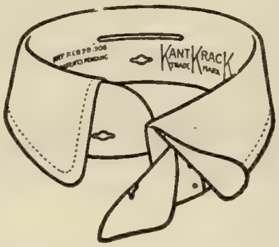
KANT KRACK COMPOSITION COLLARS

TRADE MARK REGISTERED

Where's the Wear ?

The Points in a Composition Collar that are subject to the hardest wear are all reinforced in **KANT KRACK** Collars by exclusive patented features. These are responsible for the double-wearing qualities of this line, and cannot be used on any other make of collar.

Better value through longer service makes this line the favorite with the buying public, and consequently the most profitable for the retailer to handle. Made in Canada, and sold direct to the trade at one price to all.

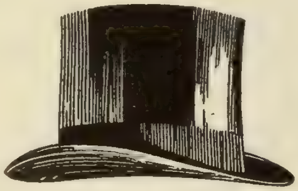


Remember these specifications:
- The Flexible Tab
- The Long Back Slit
- Reinforced Back Buttonhole.
- Greater Flexibility
- Superior Finish

One Grade Only—and That the Best.

THE PARSONS & PARSONS CANADIAN CO.

Established in U.S.A. 1879 HAMILTON, Canada Established in Canada 1907



SILK HATS
FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

Prices Moderate

GEO. PROVENCHER

166b. St. Elizabeth Street MONTREAL

Established 1894

Model Form No. 2014
Note the Neat Fitting of Coat

THE NEW FORM FITTING MODEL

We have these and many other up-to-date fixtures, including **Bust Forms for Men's and Boys' Display Stands, etc.** We supplied 200 bust forms for the **International Designers' Convention,** who gave them preference over all other makes.

Send for new illustrated folder

DELFOSSE & COMPANY

247-249 Craig Street W. Factory: 1 to 9 Hermine St.
MONTREAL

YOUR BUSINESS
NEEDS
APPLIED ART

PEN AND WASH DRAWINGS

COLOR WORK FOR REPRODUCTION

Charles Studio

31 RICHMOND EAST
TORONTO

Broadway BRAND CLOTHES

for exacting men

UNUSUAL VALUES | **BROADWAY NEWS** | AUGUST, 1919

Ready for Your Inspection Early in August

BROADWAY 1920 MODELS

If you have ever seen a Broadway assortment you will not need the assurance that there's style and value to spare in this latest showing of a famous line.

Our designers by anticipating the trend of fashion's decrees keep Broadway Clothes at the head of the parade.

Our Special Order Department is at your service.

RANDALL
and
JOHNSTON,
Limited
TORONTO

ACME
TRADE MARK

KNITTED GOODS FOR MEN

Sweaters
Scarves
Sox

Dependable merchandise—always uniform in quality of material and excellence of workmanship. You can sell it with your highest recommendations.

We stand squarely behind every article that bears our trademark.

ACME GLOVE WORKS, Limited
MONTREAL
AND BRANCHES

Let Carhartt Advertising Work For Your Store

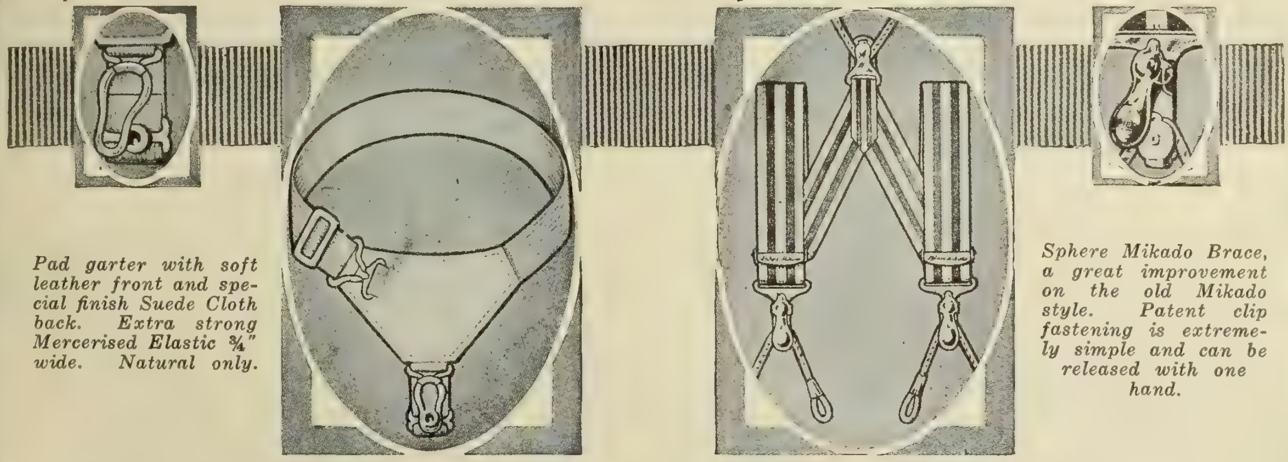
Through a long list of Canadian publications we are educating people throughout the country to the value of Carhartt service obtained through Carhartt's Overalls, Allovers and Gloves. Just how much business you derive from this national advertising will depend to some extent on you. Instead, therefore, of letting people find out for themselves that you carry the Carhartt line, suppose you let them know that you do.

A display of Carhartt's Overalls and Allovers and Gloves in your windows in conjunction with our advertising matter will do much to bring business to you by identifying your store as the place where Carhartt products are sold.

Hamilton Carhartt Cotton Mills
LIMITED
Montreal Toronto Winnipeg Vancouver

EIGHT HOUR WORK DAY
CARHARTT'S
GLOVES OVERALLS TROUSERS

Sphere Garters & Sphere Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.

Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS & CO. LTD., LEICESTER, ENGLAND
19, Fore Street, London, E.C.2. 32, George Street, Manchester.

Headquarters

For

Racine's

KNIT GOODS

LARGE STOCKS AT RIGHT PRICES

YOU GET THE ADVANTAGE

We have an exceptionally large stock of KNIT goods and can assure you splendid values and prompt deliveries. If workmanship counts. If satisfaction for yourself and customers count. If quality, style and value count, then see at once the "Big 4" departments for men.

F I L M

Knit Goods, Underwear, Fancy Furnishings, Fine Shirts, Working Men's Wearables

This is the time to place your order for knit goods, sweaters, underwear, socks. Specify RECORD BRAND SOX — they are heavy all-wool and good value.

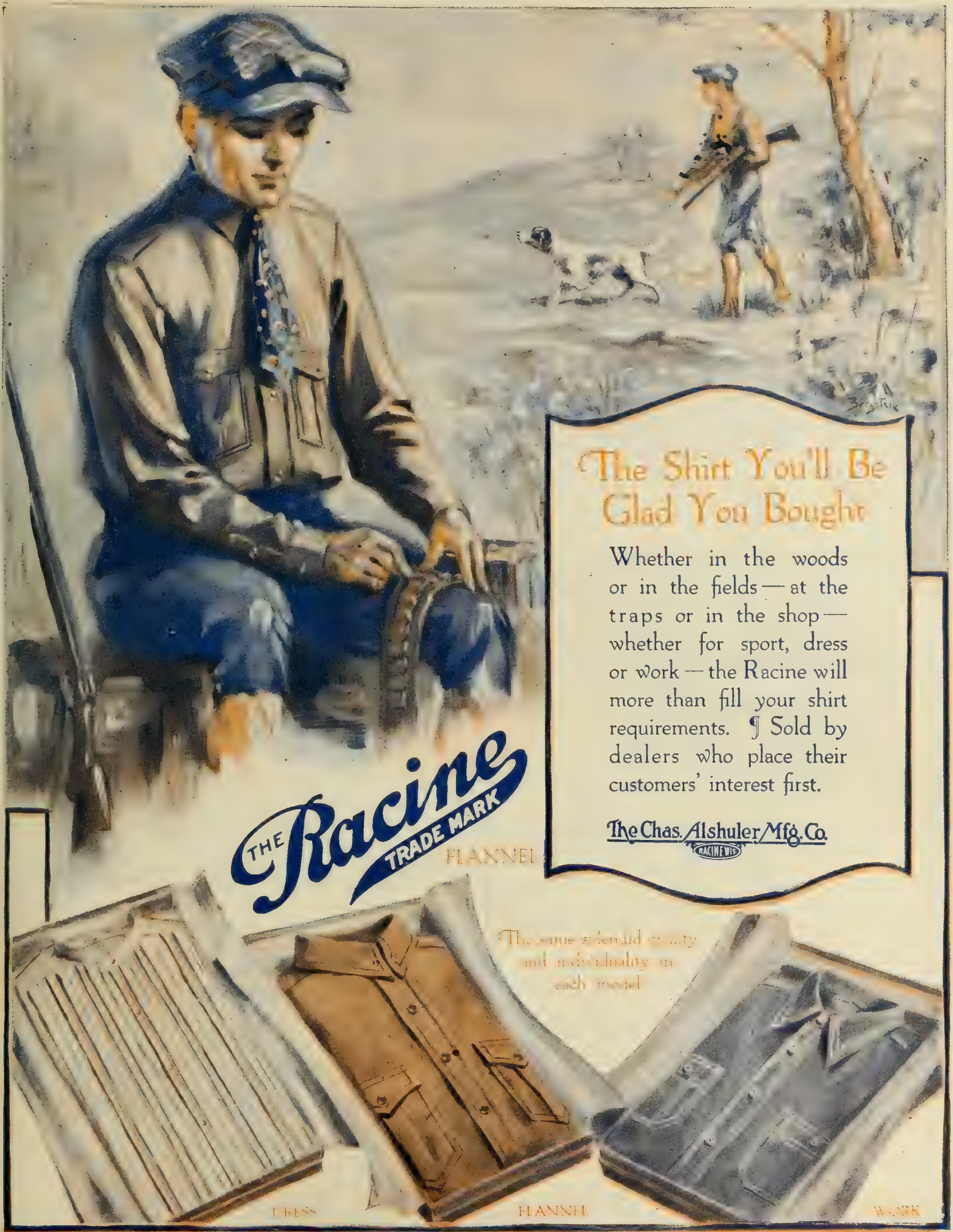
Besides our regular lines, Racine working shirts, Hero fine shirts, Strand (chemise de luxe), Lifesaver overalls and Samson pants, we have a complete line of general and fancy men's furnishings.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-96 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.
Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, Haileybury, Ont.



The Shirt You'll Be Glad You Bought

Whether in the woods or in the fields — at the traps or in the shop — whether for sport, dress or work — the Racine will more than fill your shirt requirements. ¶ Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.
RACINE WIS.

THE Racine TRADE MARK
FLANNEL
The same splendid quality and individuality in each model
DRESS
FLANNEL
WORK

These big full page advertisements in colors are creating a lively demand for Racine Shirts. Notice that each advertisement calls attention to the high-class dealers who sell the Racine.

LET

TAILOR CRAFT
TRADE MARK

Men's Suits

Make this the most successful season you have had. Our Fall line includes many of the features that are appreciated by men who care. For style, value and satisfactory service you cannot do better.

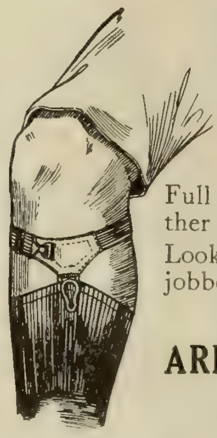
Schoolboy Suits

A grand line for your juvenile counter. Well designed and made to wear well.

Dominion Clothing Co.
157 St. Paul St. West Montreal

FOR ALL OCCASIONS

ARROW
PAD GARTER



Are popular with Men and Women, Old and Young alike

They hold so gently, yet firmly, that once tried, always worn.

ARROW ARM BANDS

Full line MEN'S and BOYS' Leather and Elastic Belts, etc.

Look over our stock. Ask your jobber.

Write for samples and prices.

ARROW GARTER MFG. CO.
489 St. Paul St. West
MONTREAL

This Mark is the Stamp of Sock Quality

TRADE
Hanson
MARK

IT APPEARS ON ALL OUR SOCKS

There's Comfort and Wearability in every pair of socks bearing the Hanson trade-mark.

Even under war market conditions, Hanson Quality has been rigidly maintained.

Sock-making is our specialty and Hanson Socks are deservedly popular wherever sold.

If for any reason you have not ordered through our representative, send order direct to the mill. It will have our personal attention.

GEORGE E. HANSON
HULL, P.Q.

Special Values

Direct from Mill To The Trade Through Selling Agents

Stocks Carried in Montreal

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.
SELKIRK, SCOTLAND

ALSO

Grey and Fancy Worsteds
Blue and Black Serges

INQUIRIES SOLICITED

C. E. ROBINSON & Co.
IMPORTERS AND COMMISSION MERCHANTS
10 VICTORIA STREET MONTREAL

The Best that is Made

HERCULES

The Brand that Insures You Customer Satisfaction

For value in style, price and quality, ask for shirts with the HERCULES brand.

The Hercules Pyjamas are well worth your inspection, and should be stocked by every progressive dealer—they are in demand.

The Hercules Garment Co., Limited

Head Office : Montreal

FACTORIES : MONTREAL AND LOUISEVILLE, P.Q.

OUR LINE FOR 1920 IS NOW READY

THE *Shuttleworth* STRAW HAT

Representatives are now on the way to see you with a

COMPLETE RANGE OF

SPLITS, SENNETTS, PANAMAS, TOYOS, JAVAS

ALSO BOYS' AND CHILDREN'S STYLES

J. R. SHUTTLEWORTH & SONS, LTD.

LONDON, CANADA

DELPARK PRODUCTIONS

SPRING
UNDERWEAR

To neglect seeing this line is to miss an opportunity.

FALL
SILK NECKWEAR

$12.00 to $30.00.
also
STAR BRAND
NECKWEAR
$6.50 to $9.00.

PYJAMAS NIGHTSHIRTS

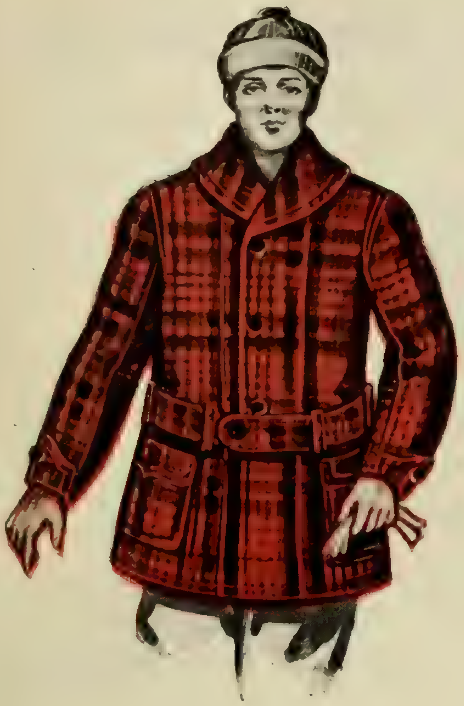
Our Spring and Fall lines place before you, in conclusive form, a line of merchandise that is the most fascinating and wonderful we have ever presented—a pleasing revelation of fashion's fullest achievements, and, besides, values that are unusually attractive.

The only lines made in Canada bearing the above important trademark so popular with hundreds of Canadian customers.

Let us know your requirements for prompt and satisfactory fulfilment.

DELPARK OF CANADA
VAN ALLEN COMPANY, LIMITED
HEAD OFFICE - - 153 NOTRE DAME STREET WEST
MONTREAL

FACTORIES: HAMILTON, ONT.
Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax



No. 610

Boy's "Country" Brand Mackinaw coat. Single breasted, shawl collar, two pockets with flaps, belt and smart cuff. A stylish coat made from our "Naidanac" Mackinaw in small exclusive checked patterns.

Mackinaws

From The

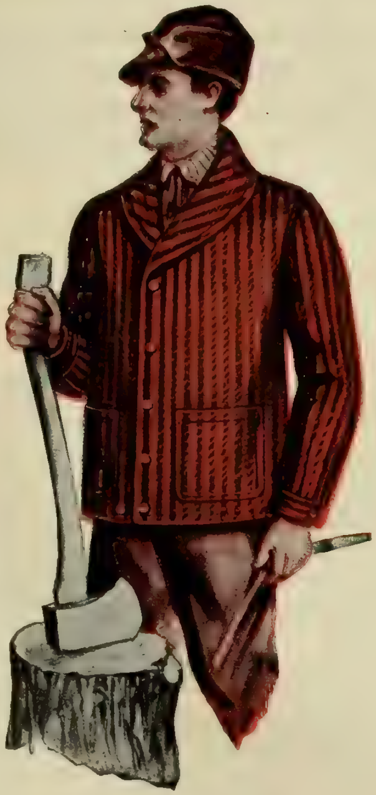
Dominion-Wide Mackinaw House

"G.-H.-G." Brand Mackinaws are guaranteed to be made from the finest Canadian fleeced wool.

They are good looking—well cut and well fitting, as these models illustrated would indicate, and are made in a variety of checks and colors.

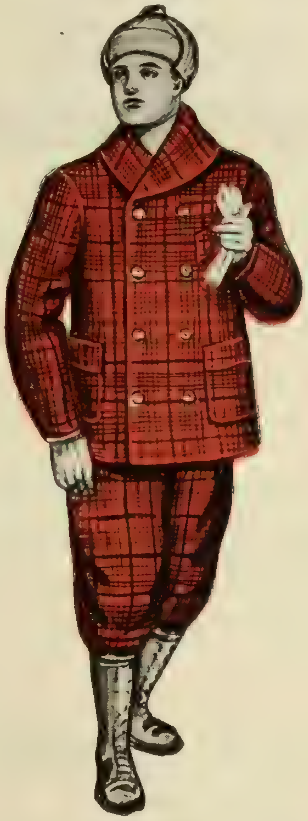
See the complete line in our illustrated list. Ready to mail you on request.

GRANT - HOLDEN - GRAHAM
LIMITED
OTTAWA -- CANADA



No. 612.

Mackinaw Wool Blazers. Made from pure Canadian wool mackinaw in fancy stripes and checks. They are soft and pliable with lots of room and are in great favor with lumbermen.



No. 604.

Naidanac Mackinaw Street Suit.

A most popular suit for town and city wear—very comfortable for motoring. Used exclusively by smart dressers at sporting events. Merchants will find this a "best seller."

DISTINCTLY A CANADIAN PRODUCT

THE J. B. GOODHUE CO. LTD.
ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS, SHIRTS, PANTS &c.

GOODHUE'S HONEST OVERALLS

In these highest-cost-of-living days people of necessity seek the greatest value at the lowest cost.

It is in times like these that the demand for GOODHUE'S honest overalls is greatest.

The J. B. Goodhue Co.
LIMITED
ROCK ISLAND QUEBEC

Montreal: 211 Drummond Bldg.
Ottawa: 76 O'Connor St.

The Deacon Shirt Co.
Belleville, Ont.

Manufacturers of:

Working and Outing Shirts
Flannels, all Shades
Tweeds. Sateens
Drills. Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

The Deacon Shirt Co.
Belleville, Ontario

CANADIAN BRAND CAPS easily take the leadership by right of Superb Quality and Correct Style

CANADIAN CAP TORONTO

Worth While Caps

In these strenuous times, it will be worth your while to examine our line of caps, and see if you are buying to the best advantage.

Our factory is well equipped and our employees are skilled in the art of making caps.

Our buying facilities have enabled us to anticipate the markets and our stock of up-to-the-minute goods has not been so complete for some time. Our caps for men and boys will give you a handsome profit and make and retain business.

Post card us if our traveller does not call.

Canadian Cap Co.
160 John Street, Toronto

ATLANTIC

Underwear

ATLANTIC UNDERWEAR LIMITED

are pleased to announce that they have taken over the manufacture of the well-known

IMPERIAL BRAND UNDERWEAR

formerly manufactured by the Kingston Hosiery Company, at Kingston, Ontario.

The manufacture of this high-grade, popular-priced underwear has been transferred from Kingston to Moncton, where the same lines will continue to be made on the same machines and under the same supervision as heretofore.

Atlantic Underwear Limited

MONCTON, N.B.

BATHING SUITS

You know the Zimmerknit reputation for style, fit and finish, and you will find these qualities strongly pronounced in this season's line of bathing suits. A full range of prices and large variety of colors. Order your stock early. Be prepared for the bathing season trade.

We will gladly send you a supply of our beautiful color display material upon request.

Zimmerman-Reliance Limited

HAMILTON CANADA

Messrs. A. B. Couch. Sole Selling Agents for Canada.

MONTREAL
43 St. Sacrement.
TORONTO
64 Wellington St., West.

WINNIPEG
Hammond Bldg.
VANCOUVER
Mercantile Bldg.

ZIMMERKNIT

"Craftana"

Registered No 262005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

The Dale Wax Figure Co., Ltd.

MOVES TO

Larger Premises

Visit our new show rooms at **86 York Street** (opposite Prince George Hotel). A very convenient locality for you. With double our former floor space, brighter show rooms and increased facilities, we will be in a position to look after your requirements in

DISPLAY FORMS AND FIXTURES

(Made by Canadians)

Better Than Ever Before

A cordial invitation is extended to every merchant to visit the most up-to-date plant of its kind in Canada.

Dale Wax Figure Co., Limited
TORONTO
Montreal: 150 Bleury St.
Vancouver: E. R. Bollert & Son
501 Mercantile Bldg.

Delegates to the Designers Convention will be given a cordial welcome at our Montreal Office.

There's a DIFFERENCE they are Better Made

LOOK FOR THIS TRADE MARK INSIDE OF THE WAIST BAND

The Label inside of the waistband is your guarantee that you are getting

EVERYMAN'S TROUSERS

They are made better, fit better, and of better materials than the ordinary trouser.

You can get a pair that will match your suit nicely—at all "Everyman's" Dealers.

UNION MADE

"Everyman's" TRADE MARK MFD BY DAVIS BROS

"Everyman's" Trousers are not made to compete with cheap and shoddy brands. If it is highest quality you want, it will pay you to stock our line.

DAVIS BROS.
HAMILTON, CANADA

EVERYBODYS
Absolutely Guaranteed
OVERALL

Everybodys Overall Co.

Manufacturers of

"EVERYBODYS"

The Line that Sells

Overalls and Work Pants

Mr. Merchant,
Everywhere.

London, Ont., Can., 1919.

Dear Sir:-

Introducing any new line to the trade, that will stand the acid test of criticism, requires that the article introduced must carry considerable merit.

First, it must look well. Second, be well made. Third, be constructed of the best materials. Fourth and last, give satisfaction to the consumer.

Overalls require yet one more item of special individual merit all their own. This special feature is ROOMINESS. They must be sufficiently large to permit all actions of the body to be free, yet to have that proper balance necessary in any well-fitting garment.

EVERYBODYS OVERALL embodies all of these features. Should it be possible that our representative has not called on you, we shall be only too pleased to submit you samples of EVERYBODYS OVERALLS — the line that sells.

All samples are sent with the distinct understanding that you are under no obligation whatever. All we ask is that you examine them thoroughly at your own convenience. You will be pleasantly surprised at the workmanship and roominess of EVERYBODYS OVERALLS.

May we send you samples?

Yours sincerely,
EVERYBODYS OVERALL CO.
Mgr.

WE NOW HAVE THE UNION LABEL

few/w

CONTRACTOR TO H.M. THE KING
WOLFE'S CAPS
BRITISH MADE

Featuring

Cloth Headwear that reflects the rare distinction that begets true fame.

There's a Wolfe Model to meet every style requirement in Cloth Caps—for Street and Sport Wear. And the merchandise is inimitable in the smart styling that is possible only when peerless fabrics are fashioned by the highest skilled workmen.

A. HARRY WOLFE

LIMITED

MAKERS OF CLOTH HEADWEAR AND UNIFORM CAPS

1202 ST. LAWRENCE BLVD. - MONTREAL

PERRIN'S GLOVE

Best for Your Customer

Best for You

Putting Styles into Gloves has opened up a new era of prosperity in Glove selling

Creating the desire for better gloves and causing the customer to have a better conception of gloves as a means of enhancement, has increased enormously the number of pairs sold.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

The fact that this year both men and women are selecting their gloves with the sharpest discrimination and the keenest appreciation of values makes it imperative that the retailer shall stock such gloves as have real intrinsic worth—gloves whose quality is apparent to everyone.

For many years experienced buyers have found just such quality in Perrin Gloves and Kayser Gloves—combined with prices which raise them far above the average level of values at all times — and especially so at this time of value uncertainties.

PERRIN FRÈRES & CIE

SOMMER BUILDING
MONTREAL

THE *Lang* SHIRT

IN our Fall assortments you will find many novelties in fabric and pattern. *Lang Shirts* are pace setters in every respect and because we anticipate your approval we recommend your seeing these at once. Fall orders now being received

The Lang Shirt Co., Limited

Kitchener, Ontario

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX. TORONTO AUGUST, 1919 No. 8

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NIAGARA NECKWEAR

Niagara Neckwear Lines for Autumn and Holiday are now being shown by the Niagara Representatives.

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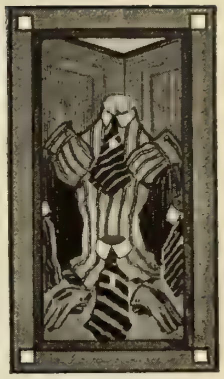
Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade



VOL. IX. TORONTO, AUGUST, 1919 No. 8

The Knit Goods Situation

Manufacturers in Most Instances Will Not Commit Themselves to Say That Prices Will be Up or Down, But it is Generally Understood That They Will be Up About 10% for Fall Deliveries.

THERE is a peculiar circumstance surrounding the knit goods situation and that is the uniform hesitancy of the mill owners and men in authority to say anything in regard to prices. In most instances, too, it is to be found that prices have not been set for the new samples that the travellers will be out with towards the middle or end of August. Novelty lines will be very limited this year as they tend to lower production, and that is a feature that mills are trying most to avoid. That they are busy goes without saying, for besides the regular Canadian business a great many of the mills are working on export orders for England, Belgium, France, Serbia and Roumania, with Greece coming into the field for woollen goods also, and now that peace has been signed and commercial business being transacted with the Central Powers again there is every likelihood of another market being open to the Canadian woollen mills.

It is understood, however, whether the mill owners will admit it or not at this time, that a general advance of 10 per cent. on all lines is to be expected. As pointed out in another part of this issue, the operators have been granted shorter hours with higher wages and this will more than offset any slight reduction there has been in the wool market. True some of the manufacturers bought from the American mills supplies at a considerable reduction just after the armistice was signed but it is doubtful if the retail trade will derive any benefit from the transaction, as the stocks are inventoried at what the market price is to-day and not what was paid out for them. A large assorting order business is looked for by the manufacturers, as they state that although the orders taken amounted to more the actual quantities were smaller than usual and that the retailer, having been caught short in most lines owing to the brisk trade with the returned soldiers, will realize that here is another line that will be wanted by practically every returned man and will hasten to fill up incomplete lines.

To date deliveries have been fair, but it is generally understood that assorting orders are going to be hard to take care of.

Mr. Parsons' Misstatements

By Col. J. B. Maclean in "The Financial Post."

In this article Col. Maclean contends that certain of the statements publicly made by S. R. Parsons, late president of the Canadian Manufacturers' Association, were lacking both in wisdom and correctness.

Especially does he challenge the statement made by Mr. Parsons that the place to look for profiteering was among the wholesale and retail trade.

In the present position of Canada the interests of the manufacturer are the interests of everyone, and therefore this article, which aims to improve conditions that have militated against the best interests of the manufacturing fraternity, should be of interest to everyone.

S. R. PARSONS was president of the C.M.A. in 1917-18. He liked the honor so much, he put his whole thought into it. He enjoyed it; it became so much of his life, he forgot, in 1918-19 that he was no longer president. In fact he complained several times recently to his friends that he was so busy with association affairs he had no time for the B. A. Oil Co., where he is employed. He was always on the spot with a speech or a letter to defend capital, or to attack any who might not agree with what he—always with the best of motives—thought inimical to the C.M.A. It became a habit with him. There was, too, perhaps, a touch of vanity, which warped his good judgment and he began to speak unwisely and to make foolish suggestions. This rather displeased some of the industrial leaders for whom he assumed to speak. He threatened the Methodist Church with the disapproval of the millionaires just when men of this type are trying to keep under cover. His last break was a letter to the Press, suggesting that the place to look for profiteering and high prices was the wholesale and retail trade. Experienced manufacturers agree with Lloyd Harris that the biggest problem before us is not the making, but the selling of Made-in-Canada goods, that the friendship and co-operation, particularly of the retail merchant, is absolutely essential. Their opposition would kill the Made-in-Canada movement; and for the self-assumed mouthpiece of the C.M.A. to rush into print over his own signature in so uncalled for a way was quickly recognized as damaging. But Mr. Parsons now explains he was merely emphasizing something the Minister of Labor said—but, which it happens, he did not say. This makes it worse, and it is also an example of the little vanity habit referred to above, that, of course, the public would not approve of the idea until it had Mr. Parsons' endorsement for the C.M.A., even though the Hon. Mr. Robertson is one of the most highly regarded members of the Cabinet, in fact, has shown himself an unusually broad type of Minister.

Anyway it was the last straw, and mutterings from a certain influential quarter developed into a suggestion that THE FINANCIAL POST tell its readers that Mr. Parsons had now no official position in the association, and that his prolific utterances misrepresented the great mass of manufacturers, and never more so than when he, as a manufacturer, went out of his way to suggest an investigation of merchants' books for the real cause of the higher living costs. As requested, FINANCIAL POST pointed this out, and as many of our readers know Mr. Parsons did not take the hint. Instead, he occupied much time at the annual meeting in an attack on me and my motives. Chiefly, he said the article was due to his refusal to take up a grievance with Mr. Murray, their secretary. This was a serious charge and he clearly misled the meeting.

The facts are these: Business newspaper publishers, in common with the paper makers, Western Canada manufacturers, and other members, had complained of the way Mr. Murray was dealing with their interests. A Made-in-Canada campaign was in progress and the association offices were all the time actually using foreign, instead of Canadian-made paper. Because of dissatisfaction, the Western manufacturers decided to withdraw, and had actually formed new associations. These things had all been righted more than a year ago by the retirement of Mr. Murray and could not have had the remotest connection with the article in THE FINANCIAL POST saying that Mr. Parsons no longer spoke for the C. M. A.

Mr. Parsons further said I had come to him soon after he was elected president and denounced Mr. Murray. I said this was untrue, that I thought I had Mr. Parsons' own letters to prove it, and that I would answer for the benefit of the members generally in THE FINANCIAL POST. I am able to do so. The letters show that it was Mr. Murray who went to Mr. Parsons, and Mr. Parsons had come to me just as Lloyd Harris, T. A. Russell, Mr. Sherrard, and others had come to me on the same errand. I said I could not take the matter up until a libel action I had brought was disposed of. The file shows that Mr. Parsons made his first approach to me on Mr. Murray's behalf through the editor of THE FINANCIAL POST, October 24, 1917. Next he writes, November 2, saying that Mr. Murray had spoken to him and says he wants to bring us together. On December 31 he writes respecting this and saying that Mr. Murray was anxious to meet me, and so he goes on.

This evidence is surely sufficient. Mr. Parsons' own letters, signed by himself, prove that he stated what was untrue to the annual meeting. These are only part of his misstatements. More exposure of Mr. Parsons and the Sam Harris clique and their petty politics are to follow, which I hope will speed up the reorganization of the C. M. A., overcome the mistrust and antagonism that is hampering all Canadian progress. One has only to read the newspapers right across Canada to fully understand the very unfair attitude, due to an entire misunderstanding of manufacturing and business problems.

I cannot do better than quote from a letter received from a well-known financier: *"The explaining Mr. P. in F.P. of 21/6/19. First Class! Inflated heads and pneumatic tongues are doing the country more harm than inflated prices! Keep it up!"*

The man to keep it up is a good general manager or salaried president. We will help him with constructive publicity among those interested in manufacturing problems.

PEARL DERBYS COMING BACK

Some of the largest hat makers in the United States predicted last Spring that the pearl and light shades of grey Derbys would be in strong demand by Fall, 1919. Now, early as it is, a number of retailers are showing this class of hat for the first step towards a felt Winter hat away from Summer styles of Sennets and Panamas that have been more popular than ever this season. Prices on the best grades of felt hats will average $9, this being a raise of $1 over retail prices prevailing last year. That there will be a big demand for felts of all kinds and prices goes without saying, for besides the regular trade there will have been some 100,000 soldiers returned to Canada in the Summer months, and experience has taught us that the returned man is a good spender and invariably buys the best.

The Necessity and Importance of the Retail Distributor and his Relationship to all Other Industries

An Address Delivered by E. M. Trowern, Secretary of the Dominion Board of The Retail Merchants' Association of Canada, Before the Royal Commission on Industrial Relations, Appointed by the Dominion Government to Enquire Into Industrial Conditions, Which Met at Ottawa in June, 1919

ALTHOUGH the question of the increased cost of merchandise and the cost of distribution at retail may not be considered by your committee to properly come under the public enquiry that has been allotted to you to report upon, yet we feel that it is so closely related to the subject you have under consideration that we are taking the liberty of presenting to you a few facts on the subject of retail distribution as we see them, standing, as we do, between the producer, the manufacturer and the workman on the one hand, and the consumer on the other. So much has been said about the conditions of the producer and the manufacturer, and what is termed, for the sake of a better classification, the "working classes," and so little has been said about what is known as the distributing classes, that the whole subject has become confused and misunderstood.

Millions Invested

It is not generally known that there are many more millions of dollars invested in distribution than there are in either manufacture or production. It could not but be otherwise; merchandise must always be manufactured ahead of the immediate demand. Goods produced or manufactured in Vancouver are of no value to people residing in Halifax unless they are transported to the latter point. To do this, it requires negotiation, purchase, transportation, warehouse facilities, retail facilities, etc., and final delivery to the ultimate purchaser in single items. A host of transactions take place before the goods are finally delivered. All these separate transactions cost money, and take time and intelligence, in addition to "capital," which cannot be regarded in any other light than "accumulated industry."

Present System Natural Development

We are quite aware that arguments have been put forth for centuries striving to discover some plan whereby goods produced or manufactured can be handed direct to the consumer, and to have the middleman—which means either the wholesaler or the retailer—removed. All efforts in this direction have been failures, and they always will be failures, because the present system has been a natural development that has grown out of actual necessity.

Prunes or raisins grown in South America or in Egypt are of no value to consumers in Ottawa unless they are brought directly to their tables here. No consumer would think of ordering such things direct, or having them shipped in small quantities; they must come in bulk. When they arrive they must be cared for, protected against weather and other conditions, sold to the retail trade, and distributed by them to their customers.

Property Value High

The value of the land and buildings upon which retail stores are situated, together with the value of the wholesale properties, exceeds in value and is more highly assessed than any other property in any municipality. Add the value of all the retail property in Canada together, couple with it the value of the stocks which are held waiting, ready and near at hand for the convenience of those who want the goods, and then add the value of all the wholesale property and merchandise to the retail property, and you have a volume of wealth that far exceeds the value of all our farming and manufacturing industries. This costly and expensive system exists because it is required and because there is no other legitimate system that can take the place of it. It has been found to be the most economic, convenient and elastic system that can be provided, and it has developed through necessity and experience. There is no practical proposal or scheme in sight that can take the place of our present system of distribution. It requires adjusting here and trimming there, but the underlying principles cannot be abolished. We are anxious to go on and develop it and make it more complete and convenient. This can only be attempted by those who practically understand the principles which guide and direct it. No improvement can come from any other source.

Retailers perhaps take their position in the economic scheme of things too much for granted. The campaign instituted by some of the daily newspapers to discredit their standing in the community is one which should awaken in the mind of the retailers a realization of their importance in the successful merchandising of goods. It is high time the retailers were organized into a body by which recognition of their just claims could be secured and opposition to any proposed legislation which would hamper their successful functioning be systematically opposed. Co-operation is seen in labor circles, in farmers' clubs, but the retailers sit calmly by and have to stand abuse at the hands of those who know not whereof they speak. The retailers cannot be successfully displaced, but their operations can be curtailed to a point where they cannot operate successfully. It is to fight against any such legislation that the retailers should be organized—the organization should be effected now.—EDITOR'S NOTE.

The Co-operative Society

All attempts that have been made by those who operate "Co-operative Societies" in any part of the world have proved to be nothing more than the old scheme of one merchant endeavoring to outwit his competitor by trying to tell the public that his goods and his system are far superior to those of his neighbor, whereas the so-called Co-operative Society system is clumsy in its operations, inferior in its service, and its methods of handing back so-called dividends or bribes to its customers have all the deceptive elements of the trading stamp scheme.

To those who are not acquainted with the problem of retail merchandising, and from the manner in which some of these co-operative societies advertise themselves, and their supposed superior methods, it is not surprising that those who are unfamiliar with the "tricks of trade" see some virtue in their proposals, but those who are thoroughly familiar with trade, and who are anxious to have all trade transactions based upon a sound, healthy, moral basis know full well that any system of merchandising that is based upon the placing of a higher price on any article to a customer, and then handing the increased price back as a bonus or a dividend or a bribe to secure and hold the trade, by or through any pretext whatsoever, is wrong in principle and commercially unsound, and it is for this reason that reputable and honorable retail merchants will have nothing to do with business methods of that character.

Not on Sound Basis

If the claims put forth by these so-called Co-operative Societies were true, and the principles upon which they are founded were correct, everyone conducting a retail store would adopt the same system, but the co-operative system is not adopted because the principles upon which they are founded are commercially unsound, and their methods can never appeal to those retail merchants who want to see the retail trade of Canada placed upon a higher plane.

An Important Duty

Believing, therefore, that we, as retail distributors, are an absolute necessity, and that our services cannot be dispensed with, we feel that we have an important duty to perform in every community throughout Canada, and we further believe that owing to our financial position, our absolute necessity, and our numerical strength in every city, town and village throughout Canada, that no question affecting what is termed the "working classes" or the "manufacturers" or "producers" can be intelligently considered without taking the great problem of distribution into consideration as well.

Circle is Complete

Retail merchants stand in a very unique position in every community. They reach out and take the goods from the producer

Continued on page 63.

COTTON PRICES RISING AND WILL GO HIGHER

New Lists Issued by Canadian Mills Show All-round Advances—Wages and Raws Drive Prices Up.

ALIKE from wholesaler and retailer comes the regretful cry: "Why didn't we buy cottons when the cut was on?" For, since the April decline, two steps have been taken in the other direction; the withdrawal of all the lists, and, later on, towards the end of June, an advance that averaged about 10 per cent. This, of course, did not bring prices back again to the old high, except in a few cases where there had been only a slight drop before, but it will not take many more stages like this to do so. Meanwhile, since the rise, raw cotton has gone even higher, with export increasing and the crops not turning out any too favorably, and no one knows what the end will be. For some time to come there would appear to be no chance of lower prices, in fact there is every indication of further advances.

While in certain lines Canadian mills made the biggest cut to meet United States competition, prices across the border have made considerable progress since then in an upward direction; in fact, once they stopped going down it did not take them long to turn around, and then they went with a rush, so that in many cases the cost of goods there is higher quality for quality than the Canadian, even without taking duty and laying down charges into consideration at all.

A Canadian wholesale buyer, discussing the rapid shifting of market conditions the last few months, remarked: "When prices in the States slumped we didn't know enough to take advantage. We were afraid they were going still lower. Then the retail trade had not been taking much since the armistice—believing on their part that prices were due for a big decline—and we were the more afraid to risk heavy buying. Now that prices have come up again retailers are beginning to realize that they must buy now or they'll be caught on the rising market; thus our chances on low prices, and theirs as well, are gone. Of course, in the States, prices slumped far more than there was any reason, just because buying stopped for a time, and there was no indication of an anticipated export trade arriving. The course of prices there indicated a more or less mercurial disposition on the part of those who were responsible.

Thus, buying has started again in earnest, both on the part of the retailer and wholesaler. The latter in the case of one or two mills finds that he cannot get any more orders accepted for delivery before late in the Fall. The strike in one of the mills has had its effect, and it is understood the large export order that was received has had to be redistributed, in part at least, among the other mills.

Not only the gradual rise in raw cotton prices but wage advances will drive cotton prices up. In granting a week of shorter hours an increase of at least 15 per cent. in wages came into effect. The offer by one mill to give 10 per cent. more to its employees was turned down, and the settlement will call for considerably more.

One or two instances of the advances in the June list will serve at this point. A wholesale buyer commenting on these made the following statement:

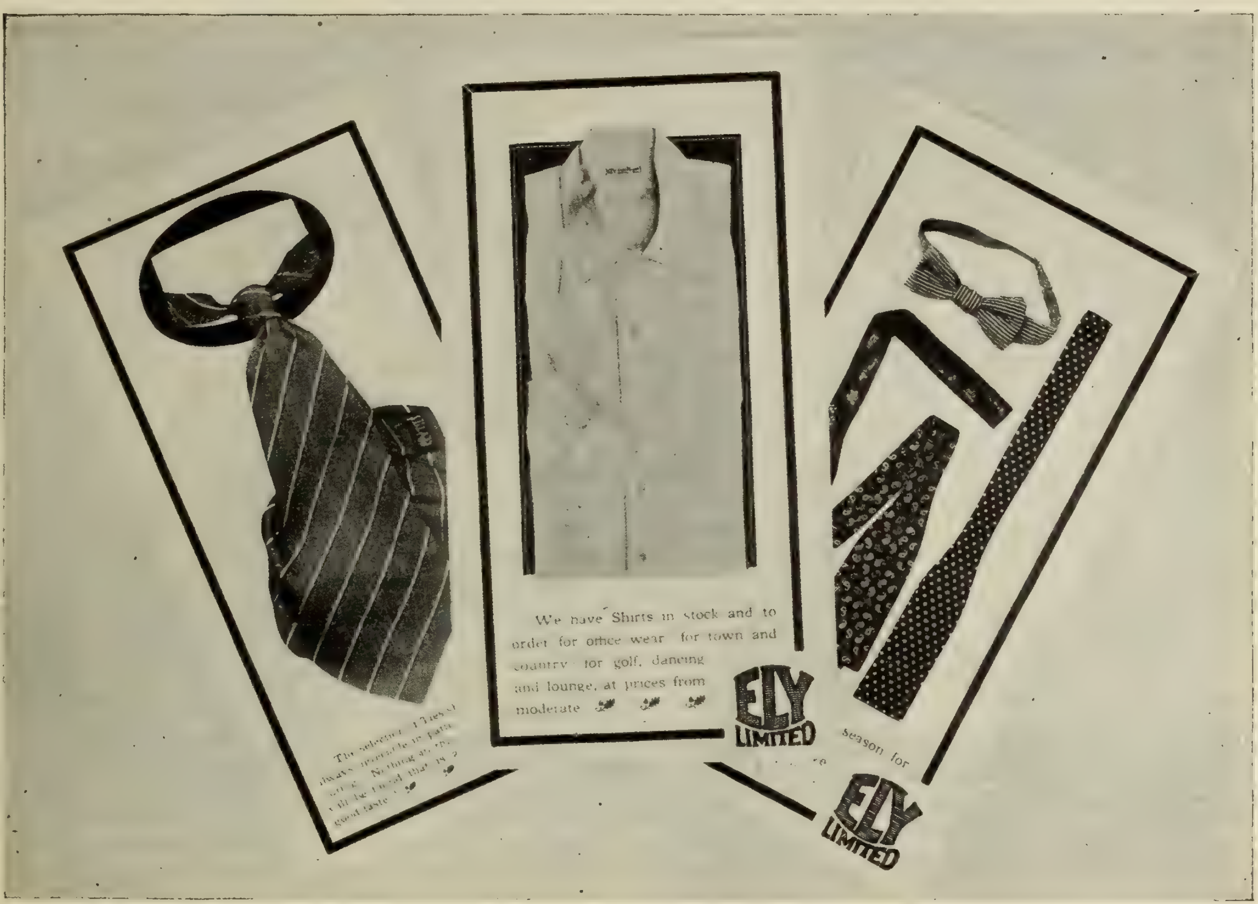
"In apron ginghams the price is higher now than ever before. We cannot compare United States prices in this line with Canadian, as there is no apron gingham made there to compete with Canadian. They use a light weight cloth there more after the fancy gingham line, so that the only competition here is with English mills. In the April decline there was not the same reduction as in many other lines. In August, 1918, we were selling a line at 25 cents; this dropped to 24½ cents; now it is up to 27 cents. A line of ticking went down from 66 to 47½ cents, now it is back to 52½ cents. In both cases the advance has averaged about 10 per cent."

Current Events in Photograph

First Dirigible to Cross Atlantic

The photo gives a good idea of the great size of the R34. It was taken shortly after the explosion which tore the dirigible from her moorings. The explosion was caused by the gas in one of the front sections becoming heated by the sun. It tore a section of the outer skin thirty feet long from the forward lower surface of the gas bag. This accident has delayed the return trip of the huge aircraft. But it is now on its way, having left Wednesday at midnight.

HOW ONE PROGRESSIVE RETAILER GETS OUT AFTER IT


We have Shirts in stock and to order for office wear for town and country for golf, dancing and lounge, at prices from moderate
ELY LIMITED
season for
ELY LIMITED

Dear Sir:—

We are enclosing a few illustrations made from "specialties" for office and field wear chosen from a very large selection of furnishings for men, for the coming season, now on sale in our shops.

At your service,

ELY LIMITED

The above photographs have been reproduced from enclosure sent in connection with the circular distributed by Messrs. Ely, Limited, to their Toronto and Ottawa customers.

The circular is on grey paper with grey border and with it are enclosed some six or eight photographs reproduced on fine coated paper of articles that would appeal at the time circular is sent out.

A select list is used in which are included their old customers and well-known men in the business districts. The idea is a splendid one and the results have more than repaid the efforts of this progressive retailer.

Hosiery, Underwear—Prices Strong

Quotations on Wool Hosiery, Gloves, Mitts and Scarfs Are Up 10 Per Cent. on Goods for Fall Delivery—Sweater Coats in Good Supply—Knitted Suits and Wide Scarfs in Vogue.

THE situation in underwear and other lines of knitted goods does not seem to show any improvement in general market conditions. No recessions in prices are noted on knitted goods, and indications point to higher values this Fall than ever before. Of course, in the case of stockings only the silk lines are selling well now, and in underwear, only cotton stuff. But looking to next season, the opinion among buyers is all in the way of very firm prices. Orders have been pretty well placed for next season's delivery, but as was pointed out in last month's issue, there is likely to be a great rush for goods next Fall, when the cold weather comes on. Orders placed early in the year were very small compared with other years, and the prospect is that in underwear especially there will be a big rush of sorting orders. The mills are all working to capacity at the present time, where labor troubles are not delaying operations, but even with operations at full capacity, there may, in the opinion of some manufacturers, be a shortage when it comes to supplying orders in the Fall. Quotations on wool hosiery, gloves, mitts, and scarfs are up ten per cent. on goods for delivery this Fall, as compared with last season. Fine tops are very hard to secure, but the coarser wools are more plentiful. It is this absence of fine tops that is stimulating the market to such strong levels. Wholesale houses state that wool and cashmere socks will be ten per cent. higher than last Fall. American goods are also very strong, the New York market being very close and high. The English market for woollens, too, shows no indications of relaxing.

Heavy Export Business

Canadian manufacturers of woollens are launching out, and in a very large measure are securing large orders for export. Already some manufacturers have secured business from New Zealand; South Africa is being looked to to provide a considerable demand also. Lines of hosiery are being made for export, of different colors than are produced for the domestic trade. Full-fashioned seamless hosiery is being specialized in. The idea that only cheap goods are wanted for the British, Belgian, French, and Roumanian markets is an entirely mistaken one. These countries are buying the best that the mills can turn out. Great Britain is buying large quantities of Canadian-made woollen socks. Greece is also becoming quite a customer of Canada's in the way of woollen goods. Clothing manufacturers in Canada are also planning for extensive export trade. All this export business is bound to have a stimulating effect on the Canadian market for hosiery, underwear, and practically in all woollen goods.

Speaking to the buyer of sweater coats in one of Toronto's large department stores, MEN'S WEAR REVIEW was told that stocks of sweater coats were fairly heavy. As regards buying for the future, he thought the average buyer had been doing that, with the result that they were rather heavily stocked with goods. He believed that in the matter of sweater coats it was becoming more and more not a wise plan to buy too heavily for the future, because of the fact that new styles in sweater coats were always coming on the market, and it did not do to carry too many of any one particular style. Business in sweater coats has been very active this season. In the very hottest weather they are not a quick sale, but people preparing to go away to their summer homes this year have bought sweater coats, and in this way there has been quite a big inquiry for them.

Whole knitted suits are worn by the fashionables at Summer resorts and promise a good deal of popularity for early Fall. Sometimes the sweater coat and skirt match in color and material, sometimes a wool skirt is accompanied by a silk coat, and again one sees a fancy silk knitted skirt with a plain coat, or vice versa. The skirt may be white and the coat colored, with smart effect. When a wool skirt is worn with a silk coat, the skirt is usually of some very soft light weight wool, which carries out the color scheme of the coat.

A RASH STATEMENT

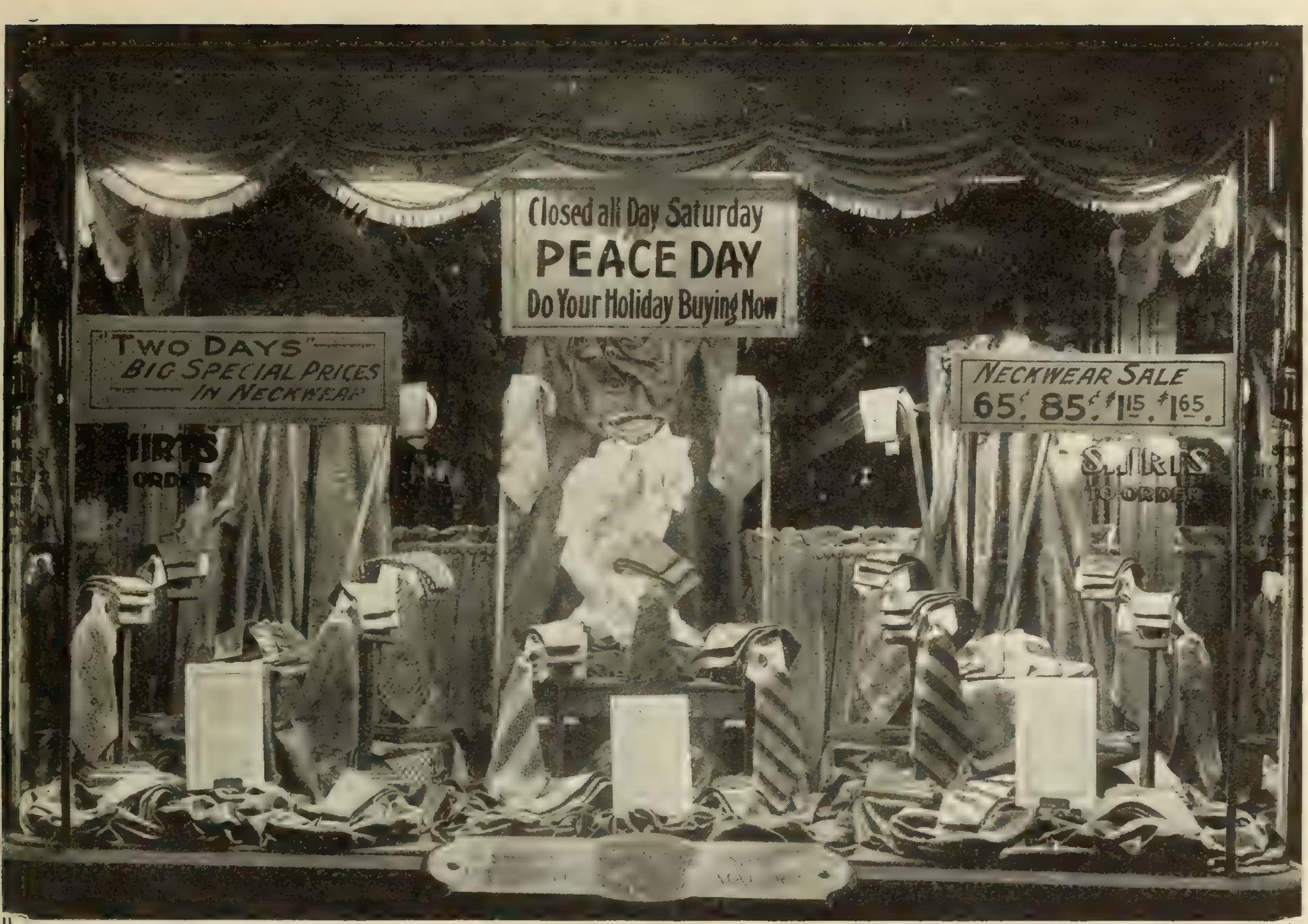
Retailers Claim There Is No Ground For Saying 87½ Cent Hose Cost Consumer $2.50

In regard to the statement made before the High Cost of Living Commission by Richard Thompson of Carleton Place, President of the Canadian Woollen Manufacturers' Association, that the manufacturer receives 87½ cents for a pair of stockings and the consumer pays $2.50 for them, the head of the hosiery department in one of Toronto's large department stores told MEN'S WEAR REVIEW that there were no stockings, that they bought at that figure, sold as high as $2.50 per pair. Stockings that cost them $10.50 per dozen, or approximately 87½ cents per pair, sold at $1.25. The cheapest cotton stocking could be purchased at $1.80 per dozen, and they were sold retail at 22 cents per pair. This buyer stated that his company was quite satisfied with a net profit of 7 per cent. The cost of bringing the stocking to the store after they were purchased at the mill was by no means a small item. On stockings costing at the factory, $10.50 per dozen, and selling at $1.25 per pair, there was a gross profit of 32 per cent. The past year, however, nearly all deliveries have been by express, rather than by freight, adding considerably to the charges. He figured that the cost of handling these stockings, including express, salesmen, and all the other incidental expenses of doing business, would be in the neighborhood of 25 per cent., leaving a net profit of 7 per cent. In his opinion he did not believe there was any retailer selling an 87½ cent stocking at $2.50.

Another of the leading Toronto buyers stated to MEN'S WEAR REVIEW that the most his store ever priced its hosiery at was at figures approximately doubling the invoice price. That is, a stocking costing in the United States $4.50 a dozen, would be retailed at $9.00, or 75c a pair. The 37½ cents added to the invoice price had to cover 35% duty, 5% for insurance, currency exchange, transportation charge, and besides, the returns which always accompany goods of that grade. This would leave a net profit of from 8 to 10%. The margin was considerably closer on goods bought in small lots, such as samples, seconds, etc. This buyer, too, does not believe there are any merchants selling hosiery which cost 87½ cents, for $2.50. The highest he has ever asked for them is $1.75. The only way he could account for anyone making such a statement would be in the case of goods bought before the war at 87½ cents. The price of these, from the manufacturer to-day would necessitate a retail price of $2.50, but it was unlikely that any 87½ cent pre-war goods were on the shelves of any but some small stores where the turnover was slow. It was far away from any true statement of facts for anyone to say that an 87½ cent stocking from the manufacturer is costing the consumer $2.50.

Mr. Stewart, of Cluett-Peabody; Mr. Frank Caldwell, their representative for Ontario; and Mr. Gordon Dufold, of Dufolds, Ltd., left on July 22nd for a motor trip to Troy, N.Y., and New York City.

The Fashion-Brand Clothing Co. have moved from 24 Wellington Street West, to their new factory, 34-36 St. Patrick Street, Toronto.



PLEASING ARRANGEMENT OF NECKWEAR—MESSRS. ELY'S LIMITED, YONGE ST. BRANCH STORE, TORONTO

An attractive window display of Summer and regular neckwear having a background of silk neckwear materials that strike a pleasing contrast to the finished articles displayed.

Although, as the cards announce, there is a special Summer reduction sale on the window has not been cheapened by piling up the merchandise as is usually the habit when sales are announced.

In connection with this window Messrs. Ely's have hit upon a scheme of night lighting that makes their displays the centre of attraction. The idea seems to be that there are no lights used outside the windows. The store is dark behind it and blue white lights are deflected straight down on the goods displayed.

Canada's New Bankruptcy Act

First Uniform Legislation for Dominion Forty Years — Will Lessen Expense, Make Proceedings More Speedy, Abolish Unfair Preferential Treatment, Provide Honorable Discharge—Retailers' Wishes Recognized.

Hon. Hugh Guthrie, Solicitor-General before the Montreal Merchants' Association

THE new Dominion Bankruptcy Act is due to the fact that for the past forty years there has been no proper Bankruptcy Act covering the whole Dominion. Russia and China, along with Canada, have no general Bankruptcy Act, but all other civilized countries have. There has been no Dominion law since 1878, and in the interval the various provinces have passed insolvency laws, but the trouble was that these were not uniform. Men who did a national business experienced difficulty through the variety of insolvency laws, while exporters in Great Britain said they could not secure uniformity in their claims with the preferences and priorities that were allowed in the various provinces. The demand for a Dominion Act came from the Boards of Trade, the wholesale and retail houses, the Bankers' Association, and many other bodies all over the country. Under the old Dominion Act, which lasted only for five years, the machinery for winding up an insolvent estate was very cumbersome and slow, the expense was too great, and the difficulty was that the assignees were not a class of men that would make good trustees, and very often no dividend was declared on the estate. The matter of expense as well as lack of uniformity was one of the difficulties with the Provincial Act, and one instance was given of a case in British Columbia where an estate of $730,000 brought only $3,000 for distribution to the creditors.

Voluntary and Involuntary

The Act as it is being passed by the Commons and Senate provides for two kinds of bankruptcy:

1. A voluntary one, for any man may make an assignment to a trustee under the Act.
2. An involuntary one, where the man is placed in bankruptcy against his own will. This applies to all except wage earners with less than $1,500 a year, and to farmers, who cannot be put in bankruptcy against their will.

There was an effort made to limit the application to traders, such as is the case in France, and was the case under the old Canadian Act, but experience has shown that this should be broadened and the Act in Great Britain applies even to farmers. The retail merchants declared that such a limitation to traders would be unfair to them, and that there should be a very general application. They told us that doctors and lawyers, professional men generally, preachers and university men were the biggest debtors so far as they were concerned. Thus the Act was broadened. So far as the farmer was concerned it was argued that he might be the victim of hard luck one year; he might be hailed out, and if he were compelled to give up his farm and stock he would have no chance to right himself, so he was exempted.

Where Debt Exceeds $500

The bill, as it went through the Commons, applied where indebtedness was $200 or over, but the Senate increased this to $500, and the Commons is agreeing to this; that is where a man owes $500 or over and refuses to pay.

Jurisdiction is vested in the Superior Courts of each province, and a few cases of appeal are allowed.

Choosing Trustees

Trustee—Anyone may apply to the Secretary of State for Canada, and the appointments are made by the Governor-General-in-Council. Many chartered accountants have made application, and these will be assigned to districts, but all property, no matter where it is located, will be vested in the trustee. Each one must give a permanent security for $10,000. In the case of an individual estate the creditors may compel him to give an added security for the value of the estate.

The Act provides whereby an honest debtor may receive a discharge where he has not been guilty of impropriety, where he has kept a proper set of books, where he has given up all his assets and in fact has acted honestly, he is entitled to a discharge by a court which would be good against the world.

ITS MERITS

The analysis of the new Canadian Bankruptcy Act by Hon. Hugh Guthrie was given at a meeting of the Merchants' Association of Canada, held in Montreal, at which a staff member of Men's Wear Review *was present. Mr. Guthrie declared that the new act would grant uniformity, secure speedy, cheap and reliable proceedings; abolish preferential or priority creditor abuses; grant an honorable discharge to a deserving debtor, and work out beneficially to the commercial and financial interests of Canada.*

From the point of view of merchants it is gratifying to note that they won out in their protests against the limitation of the act to "traders"; now it includes the "professional" classes as well, many of whom they described as their "worst debtors."

The procedure—The petition is presented to a court, which will have it served on the debtor, and in eight days the judge appoints a trustee who takes charge, under the supervision of the creditors and inspectors. The trustee must report to the court, and his security is not given up until the whole case is discharged.

Payment to trustee—The trustee may be given the creditor's vote or he may be limited to an amount under the Act which will not exceed five per cent. of the estate that is in his hands.

Lawyers' fees are likewise limited by the bill so that the estate will not be "gobbled up." The inspectors are allowed only their disbursements. In the case of lawyers where an estate is over $5,000 they are allowed 5 per cent., where it is under $5,000 not more than 10 per cent., and only the 10 per cent. if the inspectors agree.

Stringent provisions are made against preferential settlements or cases where fraud exists. The clauses are based largely on the English Act, and vary greatly compared with Ontario and Quebec Acts. Speaking generally, all cases of fraud or attempts to delay or any preference that is given one creditor over another are set aside, and if the money has been paid it may be reclaimed. Everything has been done in order to assure that the full benefit of the assets may be divided share and share alike, without preference or priority.

In regard to joint stock companies, the banks, railways, trust companies, and insurance companies, for which there is special legislation, are excepted. One of the difficulties under the present Act dealing with joint stock companies, is that it is difficult to settle the list of contributories. The new Act provides a very simple means; the trustee takes the books and settles the list of contributories himself. In the case, for instance, of John Brown, who has paid $60 each on his shares, he is called on to pay the remaining $40, and if he does not he can be sued in court within 30 days, and no new defence is allowed that was not in the original plea. This method is much more expeditious and less expensive than under the present procedure.

The priorities allowed are as follows:

1. Expenses of trustees as a first charge.

(Continued on page 58)

Says "Read as You Run" Cards Are Best

Merchant Tells of Practical Results He Has Obtained and Urges Others to Make Comparisons and Find Out Just Which Type of Cards Are the Best Business Producers.

Written by R. T. D. EDWARDS

STEPPING into an exclusive Yonge Street store in Toronto the other day, the writer inquired of the proprietor about his show cards.

"No," he said, "we don't wish to change. The shop we are buying from is giving us just the kind of cards we think are the best business getters."

On being informed that orders for show cards were not desired but just his opinion as to what he had found out were the most successful business-getting cards and that I only desired the benefit of his experience so that we could tell the many readers of this magazine so that they might profit, he gladly gave it.

Appreciates Their Value

Being an enthusiast regarding the value of show cards the proprietor expressed his opinion very emphatically.

This merchant has found out that plainly printed show cards, both in the windows and throughout the store, are best for the class of trade to which he caters. The highly decorative style of show card is used only on exceptional occasions. These if used in abundance often tend to detract from the merchandise.

Plainly lettered show cards which can be read at a glance are far superior for the busy public to read, in other words, the "read as you run" card is his motto. He has some small decorations on his cards, but the wording stands out in plain type.

Thus far we have what a successful Yonge Street merchant has found to be the best for him, and he speaks not just offhand but from years of experience. So all show card writers in our Canadian stores may be benefited by his experience. He has made this subject a business and studied it from a business-getting standpoint, and has proven what he says is right in dollars and cents.

SOME SHOWCARD SUGGESTIONS FOR AUGUST

1. **Gloves of all kinds from motoring to dress wear.**
2. **Correct shirts, correct prices for correct people.**
3. **Weighty values in lightweight underwear.**
4. **Save and succeed by wearing wash neckwear.**
5. **Straw hats for sunshiny weather.**
6. **With us prices count little but values much.**
7. **English styles in caps that are different.**
8. **Cool pyjamas at refreshing prices.**
9. **Bathing suits in swimming good style.**
10. **Crown your appearance with a new straw hat.**
11. **Outing shirts for outdoor wear.**
12. **Lightweight suits give that prosperous appearance.**

Make Comparisons

We don't say that each and every merchant should use the same style of show card, because we think that would be a mistake, but all may do the same as this merchant has done by making a study of this subject, the same as you do salesmanship, or the buying end of your business.

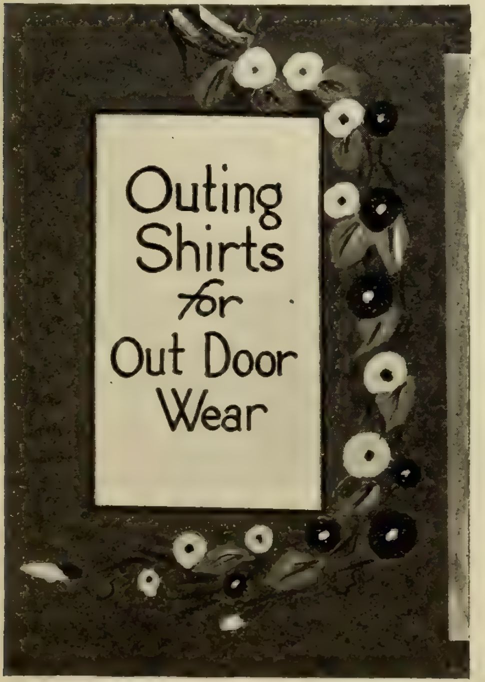
A very striking example of the different ideas merchants have in their show cards is shown if you walk just one block north of this store we have been talking about.

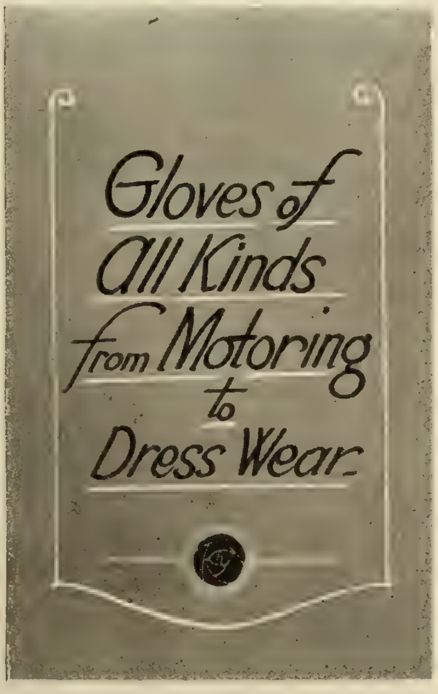
The north store is one which sells exclusive merchandise, that is just one line of goods. These goods are not at all decorative in themselves and cannot be displayed so as to be made attractive as merchandise which has more variety of colors. So the owner of the store makes his show cards the decoration. He has six or more large double windows, and in each one is used one-half or full sheet show card with highly colored decorations.

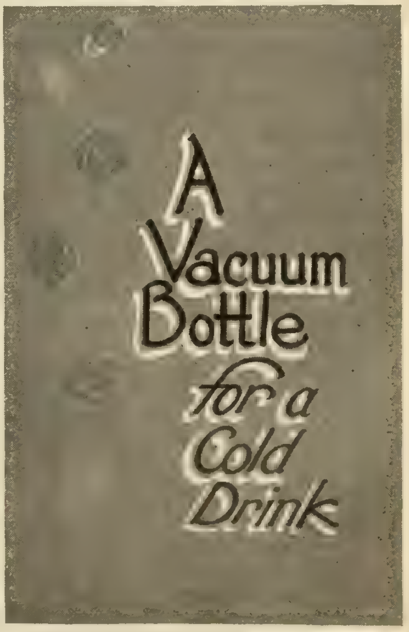
Air brush work is most prevalent on these cards, with heavily decorative border effects. Shadow script and shade lettering is used which tends to make the cards quite showy.

These cards certainly would not do for many merchants. Some would pronounce them vulgar, but this is just another case of a man making a study of

Continued on page 46







Salespeople of To-day and To-morrow

Some Facts on Sales and Salespeople, and on What Salesmanship Means—The Vital Points in Handling Customers

Men's Wear Review's special report of the third lecture by FRANK STOCKDALE

THIS is another of the addresses delivered by Frank Stockdale, the noted business expert, in connection with the Saskatchewan R.M.A. Convention, as reported by the special representative of MEN'S WEAR REVIEW.

The concluding address on "Meeting To-Day's Competition," which will appear next issue, deals with some interesting points. The flypaper stage of business is passed, is Mr. Stockdale's contention in this lecture, customers no longer light and stick. He examines the nature of the competition and points out that it is not all from the Mail Order House. The need of studying conditions and evolving new methods. Limit the stock, but give the assortment. Our competitors are winning out because they are giving thought to the business, and the remedy is obvious.

THIS is a very important subject because the sales people are the front line forces of the retail business. They occupy the front line trenches between the counter and the shelves, and if they have not got the morale they require they will not 'go over the top.' If your store disappoints the customer he or she will be disappointed with your whole institution to a greater or less degree. We must realize that one of the most important things is to look after the front line trenches. The war has proved that no discovery during war time took the place of infantrymen who went over the top. The need was for man-power. Your store cannot battle successfully to-day with the competition it has to face unless it is equipped with the right kind of man-power, and that is the power of the salespeople behind your counters."

"It takes a lot of preparation to fit the soldier for modern battle. Modern warfare is not so far ahead of modern business. Soldiers must be put through months of training, even then they are not equipped, for years of training are required. The evolution of business is such that if you are eventually going to compete you will have to have your salespeople trained. Salespeople of to-day and to-morrow will be trained salespeople. It is not a waste of money to train salespeople, and very few are born salesmen.

The Imperative Need of Training

"If soldiers were going into battle against soldiers who were not trained they would not need to be trained, but your salespeople are in direct competition with the best in the country. The customers who come into your store are coming direct from dealings with trained salespeople in other stores, and they compare your salesmen with the trained and the best ones who have waited on them. You are being compared with the best, that is the reason the customer is particular. Some say customers are getting very particular and harder to please. Some merchants say salespeople are not as good as they used to be. I believe salespeople are better than they were, but their job is a great deal bigger because their competition with trained people is so great. You perhaps lose more customers because of the service your salespeople render than from any other two causes.

"Salesmanship is a big job. If an electrician makes a mistake he blames it on anything which is not understood generally; if the doctor makes a mistake the customer dies, and the blame is laid at the door of some unknown disease, but if the salesman makes a mistake he is the big loser."

A definition of salesmanship, given at this point, was as follows: "Salesmanship consists in acquiring a psychological ascendency over the mind of your customer."

When a Sale Happens

Mr. Stockdale stated that one merchant had remarked that he would like to know "when a sale happens." The reply from another merchant was as follows: "A sale happens in my store when a customer leaves the store after having bought more goods or better goods than he or she intended to buy. Otherwise the customer has just been 'waited on.'"

"Negative salesmanship is where the salesman does not sell as much to a customer as he or she intended to buy when entering the store," continued Mr. Stockdale. "The people who work in retail stores are divided into two classes, store waiters and salespeople.

"Clerks, waiters and bar-tenders were listed together as non-essential occupations for the purposes of the draft system in raising the United States army. While this classification is in part insulting to the retailers, yet it is unfortunately only too true, in a great many cases."

Mr. Stockdale spoke of the type of merchant who thinks he is performing a great feat of salesmanship when, owing to his failure to stock a particular line of goods for which the customer asks, he is able to sell other goods to the customer in their place. Regarding this practice Mr. Stockdale pointed to the dangers of substitution.

"What is the thing you sell in your store?" asked Mr. Stockdale. The correct answer was "service." "The thing the customer wants to have is satisfaction. Service is necessary to satisfaction. You may render service but if it is not of the right kind there will not be satisfaction.

Viewing Transactions From Both Sides of the Counter

"Our mail order houses in the United States are big and powerful as yours are. The head of one of the large mail order firms was asked the reason for the success of that particular business. His business has exceeded the record of $1,000,000 of orders in one day. His answer was as follows: 'The success of this institution is built on the fact that we endeavor always to view the transaction from both sides of the counter.'

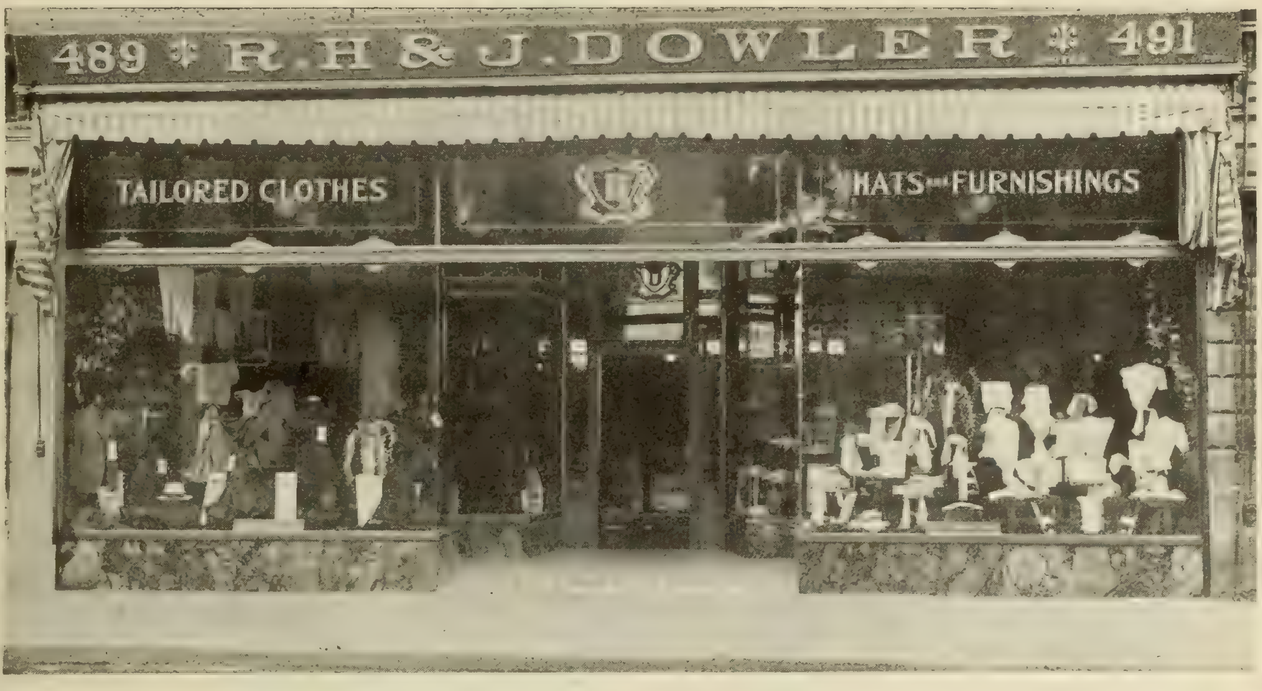
"Your customer lays down his money on your counter for satisfaction," added Mr. Stockdale. "The home plate of every sale is satisfaction, and if your service does not take you around to the home plate you will be left on the bases and will not score. Satisfaction consists in bringing the right goods and the right people together. You must know the goods and know the people. The first job of a salesman is to know the goods, but after that he must study the people."

At this point Mr. Stockdale referred to the point, "The customer is always right," and issued a warning that if the customers were not always right they soon became other merchants' customers. "We have to acknowledge that some of them tell the plainest lies. If you will look for honest people you will find however, that the proportion of dishonest people is very small and very few will come back time after time and try to get the better of you. Give this class of customer plenty of rope and he will be shamed.

The Folly of Argument

"Don't argue with your customers. You will never sell anything through argument. Real salesmanship avoids arguments. Do not try to convince the customer or a controversy is bound to ensue. The salesman who starts in to contradict the customer makes a big mistake. I have observed a lot of salesmen who get overconfident in sizing up a customer, and I find that many of this type are missing many sales. It is dif-

(Continued on page 59)



The London Store of the R. H. & J. Dowler Co. The photographer found it a difficult window to get as shadows were reflected from across the street. The display, therefore, is not as clear as it should be.

The window is a very imposing one and the wide entrance is an easy one to sort of drift into as one is window-shopping.

SAVING WHOLESALERS FROM RETAILERS' FRIENDS

Separate Prices for Retailers' Customers Cause Confusion and Dissatisfaction—One Retailer Lost Valuable Customer Through It.

CERTAIN abuses that retailers consider exist in their relation with wholesalers are being taken up by a group of retail merchants in Montreal, and an effort will be made to have certain reforms carried out throughout the whole trade. One of these is the practice, so long prevalent in some circles, of a retailer sending a customer into a wholesale house with an order for certain goods. The idea originally behind this procedure was one of service to the customer, that is, the retailer was putting the customer in a position to get goods which he himself was out of or did not carry. His letter to the wholesaler was sufficient to give the customer the privilege of choosing his goods in the wholesale house.

The question of payment, however, is one through which a good deal of the abuse arises. With some retailers there was an understanding that the customer should be charged a certain advance on the regular wholesale price, to cover the ordinary profits of the retailer, in order that the customer might pay for the goods what he would pay in a retail store. The retailer in his turn expected the difference between the wholesale price and the price charged by the wholesale house to the customer to be given back to him as his profits. This is a practice, however, that is contrary to the principles of a majority of wholesale houses, and the attempt by some retailers to have this recognized has met with disfavor. Indeed orders have been given in some cases to the staff of wholesale houses stating that nothing of the kind should be done, in which case the retailer had usually to be content with his customer paying the wholesale price for the goods, and he himself not having any profit out of the transaction which originated in his store. There is, of course, the other case where the goods would be charged back to the retailer by the wholesale house, the customer not paying cash for them on delivery.

The whole practice, however, is one that is distasteful to the wholesale trade and one that carries very little advantage, if any, to the retailers. In the first place the retailer is asking the wholesaler to devote a lot of time of his staff to a transaction that is very small and costs him overhead charges, such as the time of his clerks, salesmen, office expenses, etc., far more than the small profit there would be on the small amount of goods sold. The wholesaler has recognized a certain claim of the retailer for personal buying, and also for members of his family, which often is extended to a wide circle of friends, but this opening up the way to any individual customer is an abuse of the privilege of personal buying to which the wholesale should not be exposed. Moreover, it opens the way to an abuse by persons who are unauthorized. An instance will illustrate the weakness of the practice that has always been and is even yet attempted by a large number of retailers.

A customer who was connected with a large building went into a dry goods store to order a large quantity of carpets, curtains, etc., for refurnishing. The retailer did not have the goods required, but told this customer, whose trade he valued highly, that he would give him an order on his wholesaler in the city, and that they would be willing to provide him with the goods at wholesale rates, the same, in fact, as the merchant himself would pay. The offer was gladly accepted, and in due course the orders were placed and paid for and the goods delivered. It so happened that the merchant had arranged for a special price to be given the customer, higher than the regular wholesale, but less than the retail price to the consumer. The balance was to go to the retailer.

When he came back with the goods, something made the buyer suspicious, and he cut a couple of samples from the new goods and back he went to the wholesaler. Knowing the way in, he went up to a clerk and remarked casually that he found he would "need some more," but was "not just sure how much," and said he had forgotten for the moment the price. The clerk, thinking him a genuine man in the trade, and as such, having a right to be there, quoted the wholesale price, a good deal below what the customer had paid. It was all up then. In anger and resentment he hurried back, dumped the whole quantity back on the retailer and would take nothing. The retailer in turn blamed the wholesaler for quoting the price and demanded that the wholesaler take back the goods to relieve him. And so it was.

It is needless to say that this retailer does not send his customers any more to a wholesale house, and the incident decided the wholesaler to give up in future quoting anything but the one price for all, and there were no more arrangements made by which retailers were to get as their commission a portion of the bill paid by one of their customers.

"READ AS YOU RUN" CARDS

Continued from page 43

the kind of card that helps him get the business he is after, and, by all appearances, he is getting results.

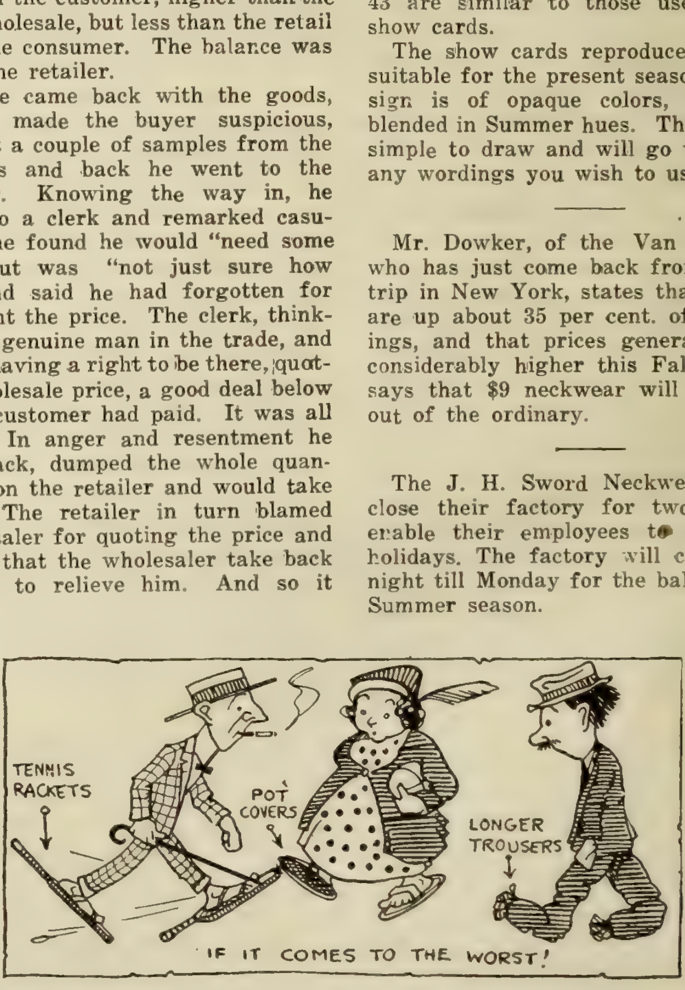
Catchy wording is also playing a great part in attracting trade to both these stores. For years they have used snappy, attention compelling phrasings which make people give the windows more than a casual glance. These wordings are different to those used in other stores, and are without the use of any slang.

The sample wordings shown on page 43 are similar to those used in these show cards.

The show cards reproduced are quite suitable for the present season. The design is of opaque colors, attractively blended in Summer hues. They are quite simple to draw and will go with almost any wordings you wish to use.

Mr. Dowker, of the Van Allen Co., who has just come back from a buying trip in New York, states that all prices are up about 35 per cent. of silk shirtings, and that prices generally will be considerably higher this Fall. He also says that $9 neckwear will be nothing out of the ordinary.

The J. H. Sword Neckwear Co. will close their factory for two weeks to enable their employees to enjoy their holidays. The factory will close Friday night till Monday for the balance of the Summer season.



IF IT COMES TO THE WORST!

HOW TO OPEN A CLAM

The Buyer Who Closes Up Like a Clam May be Stupid, or Afraid to Divulge His Ignorance, or He May be Crafty, Agreeing With Unimportant Points but Shy of Arguments of Consequence; a Valuable Book on Training Salesmen.

By WILLIAM MAXWELL, Vice-President Thomas A. Edison, Inc.

Editor's Note—"The Training of a Salesman," by Mr. Maxwell, a business book decidedly worth while, embraces a chapter on selling goods to "clams," from which the following is taken. The book in question is published by the J. B. Lippincott Co., Philadelphia.

WHAT makes a man act like a clam? There are various causes. He may be silent solely because he is too stupid to be otherwise, or he may be purposefully silent because he is conscious of his mental limitations and finds silence his safest sanctuary; or he may be an evasive sort of person, who agrees with you on inconsequential points but dodges the issue when you seek decisive action on the main question. Of course, there is also the grouch; but he doesn't matter much, as grouches cut very little figure at any time in anything.

To be calm successfully, one must maintain an impersonal attitude of detached disinterest. The moment you make a clam the central figure in a picture which you draw for his benefit, and cause him to think of himself as the possible beneficiary or victim of the circumstances you describe, that very instant he ceases to be a clam. The transformation may not manifest itself in words, but it has occurred, and you will be able to reap the results of its occurrence if you proceed properly.

Make Him Think

In attempting to develop a principle of procedure that will aid salesmen in opening clams, we are almost certain to find that the only way to open a clam is to make him think acutely—even painfully—of himself. In opening a clam, a salesman should not be impersonal. On the contrary, he should be just as personal as possible without giving offense.

If the clam says he wants the best, he has been pried open. From that point on he is a regular prospect and he can be handled in the regular way. Even if he says he can't afford the best, he has been pried partly open, since the discussion is then on intimately personal grounds.

You can't open an unresponsive clam by impersonal talk about the desirability of possessing the best thing there is on the market. You've got to have a personal showdown with him and find out whether he wants the best.

In attempting to open the evasive clam, who agrees politely with what you say but displays no real conviction, how would it do to say to him: "I want you to be the judge. I want you to decide one question, and I think you will admit that it is a fair one. I want you to tell me just what you think." Then ask the question, whatever it happens to be. The chances are that the polite but evasive clam will answer the question as the salesman desires it answered. If so, the salesman might very properly say:

"That settles it; you want this, and you don't want anything else. You kept it to yourself, but I felt sure you appreciated this quality. I felt sure I couldn't be wrong about that."

From this point the salesman's talk should proceed on the assumption that the clam is going to buy, and that the only question is when he is going to buy. A salesman shouldn't start to make a sale to a clam until the clam's mind is open, but when the clam has opened his mind, he can ordinarily be handled in the same way as any other potential buyer.

Must Run Some Risk

In your efforts to open a clam, you naturally desire to avoid offending him, but in many cases you must run the risk of giving offense. A sincerely friendly way of persisting with an embarrassing question is a great aid, if not an absolute essential, to the successful opening of human clams. This qualification is one that almost any salesman can acquire through intelligent practice, but having gained facility in opening clams he should be careful to avoid the use of his clam-opening methods on people who are not clams.

The evangelist opens a clam by making the clam fearful about his future state. The life assurance solicitor causes the clam to picture the shamefulness of making no provision for his family against his untimely demise. The salesman endeavors to touch the clam's pride without wounding it. The same principle is used in each case and perhaps, for the purposes of salesmanship the practice can be broadly stated thus:

Instead of trying to argue with a clam get him into an argument with himself and then go ahead and sell him.

SCARCITY FOR FALL

A knit goods buyer who had covered most Canadian mills during the early part of July told MEN'S WEAR REVIEW that he had been surprised at the scarcity of stocks in the mills.

"If I had had $500,000 cash I would not have been able to secure immediate delivery for more than one-fifth of this amount. The goods seem to be shipped out of the mills the very day they are made. There are two reasons for this: one is that the retailers have done a tremendous business this Spring, especially since the end of April, and their stocks have been depleted unexpectedly, for they did not realize, any more than the wholesalers, just what the extent of the buying by the public would be during May and June, and the early part of July. Thus the stocks are pretty well run down among the wholesales and the retailers, and they require immediate delivery from the mills where they can secure this.

"Then there is the heavy demand for export, so great that the mills are said to be refusing orders now. In some cases mills are rushing ahead on these and can accept any sorting orders for Fall until November or December. By Fall, therefore, I expect to see the biggest shortage I have ever experienced in Canada, and it seems certain that prices on woollen goods must advance under these conditions. The same conditions apply to the States as to Canada, big domestic business, and an export demand that they can hardly cover."

While there is a slight reduction at the outset in the new prices for Spring, 1920, some buyers are looking for these prices to be withdrawn shortly, and a new scale of higher ones to replace them. This is in accordance with the rising trend of raw cotton, and the increases that have been almost universal in wages in the mills throughout Canada, the States and England. It is not believed the mills are covered in raws or in yarns to an extent that would permit of prices just quoted being continued in the face of the advances that are thought almost certain in the raw markets. Indeed, the majority are looking for a repetition of what happened in the case of cotton fabrics a couple of months ago, an advance soon following the reduction.

LAW DEALS WITH MISLEADING ADVERTISEMENTS

Here Are a Few Instances Where Advertisers Misrepresenting Goods are Called to Order.

"JERSEY sweaters, 85 cents; double cuffs, grays, maroons, and navy; all wool; worth $1 and $1.50; at 85 cents."

This was a newspaper advertisement of a Minneapolis store which led the State of Minnesota to have the advertiser brought to trial for violating the State fraudulent advertising law.

One of the sweaters was examined by a chemist who found that it was not all wool but forty per cent. cotton.

The Question of Intent

The defendant did not deny this testimony but claimed that the sweater advertisement was prepared by an advertising representative. The latter testified he obtained his data from the defendant's buyer who told him the sweaters were all wool.

The defense in this case was not based so much on a plea that the advertisement misrepresented the quality of the sweaters as on the allegation that the law itself was defective, the title not being broad enough to cover its provisions, and that it applied only to advertisements which were intentionally untrue, deceptive and misleading, or were published with intent to injure and defraud.

The court held that the law was constitutional on all points attacked and found the defendant guilty on the evidence.

"Palm Beach" Is Cotton

In West Virginia, a dealer advertised he would give away a Palm Beach suit with each suit of other clothes bought of him at a certain price. He was prosecuted under the State fraudulent advertising law, and it was shown on trial that the alleged "Palm Beach" suits were not Palm Beach suits at all, but suits made wholly of cotton.

The defendant attacked the validity of the trademark, "Palm Beach," contending that it was a geographical name and could not properly be trademarked. This contention was denied by the court.

Misrepresenting Furniture

In an opinion upholding the Ohio false advertising law, Judge Alexander, of the Municipal Court of Cincinnati, said:

"Defendant stoutly maintains that, at most, the advertisements in question simply constitute the puffing of wares which he had for sale.

"There is a distinct difference between advertising 'The best table you have ever bought for $25, worth $40,' and advertising, 'Solid mahogany table for $25,' when in truth and in fact, it is imitation mahogany.

"The first is simply elaborating upon a literal truth and is considered merely as the dealer's opinion of the merits of his wares; the latter is an absolute falsehood.

Guilty Knowledge Not Essential

The court also held in this case that a guilty knowledge was not essential to prove the case, and in support of his ruling he cited the case of State vs. Kelly, 54 Ohio State 166, in which Judge Shauck held the Pure Food law constitutional. Commenting on this decision, Judge Alexander said:

"The reasoning in the Kelly case is applicable in the case at bar. The purpose of the act in question in this case is indicated by its title. It is an act to provide against fraudulent advertising. The act was intended for the protection of the public; it was not enacted because of any assumption of turpitude on the part of the seller."

It Seems Logical

To summarize, the courts seem to agree that an advertisement is supposed to mean what it says; that if a garment is advertised as wool, it must be 100 per cent. wool; if it is advertised as silk, it must not be a mixture of silk and cotton; if furniture is advertised as solid mahogany, the purchaser must get solid mahogany and not something different.

This seems simple enough and fair enough, but there are a good many dealers who will dispute it.

NOTES OF THE TRADE

Mitchell's clothing store, 1188 St. Clair Avenue, suffered a $300 loss when fire broke out on June 27.

The Western Clothing Co. has just been incorporated and has been registered with the Provincial Secretary. The headquarters are in Edmonton and the company is capitalized at $20,000. The new company will take over the firm of M. Mickelson now operating in Edmonton.

Half a million dollars will be expended by the Peabody Overall Company in erecting a large extension to its present plant in Walkerville. The new extension will be started as soon as materials arrive.

Mr. Edgar Worth of the Bonner-Worth Co., Peterborough, has been chosen as a member on the Tariff Committee.

The Monarch Overall Co., now located at Winnipeg, is due for a move to Mount Forest, Ont., according to information from Mr. Steinburg, the president. It is thought the move will facilitate production and will enable them to ship all over Canada in fair competition with the other Ontario manufacturers.

John Forsyth, Limited, shirt manufacturers, Kitchener, have recently acquired the Market Hotel property in Waterloo. It is understood that this will be run as a branch factory where they will manufacture new lines that they do not wish mentioned at the present time.

Wreyford & Co. will now confine their attention to the wholesale trade only, having disposed of their retail interests in the business carried on for some years at 85 King street west, Toronto, to their former manager, Mr. W. H. Snell. Showrooms and offices will be opened in Winnipeg and will be in charge of Mr. J. C. Wreyford.

A. T. Hobberlin has offered his grounds at Port Credit for the use of the committee who are preparing comprehensive plans for a peace fete to be held Monday, August 4.

The board of directors of Tooke Bros., Limited, at a recent meeting elected W. Arthur Tooke president and W. H. Brophey vice-president and general manager following the death of the late President Benjamin Tooke.

That the Tooke business has been efficiently managed is shown in the financial statement for the year ending May 31, 1919, when the profit and loss account shows a net profit for the year, after providing for war taxes, of the sum of $152,309.58. The same sheet shows active assets of 1,395,790.76, of which $751,689.75 is for merchandise on hand.

The headquarters office of the Associated Business Papers, Inc., has been moved from 500-503 Candlen building, 220 West 42nd Street, to a larger location at 1702-1700 same building.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
MWR
Published MONTHLY
143-153 University Av TORONTO-CAN.

Vol. IX. AUGUST, 1919 No. 8

BOOST IN COLLAR PRICES

THE majority of collar manufacturers have advanced the wholesale prices on collars to $2.40. This will mean a thirty-cent collar to the consumer, as it is not likely that the retailer will feel that he can take care of the advance and not charge his customer a higher price. Most of the collar houses across the border have raised the wholesale prices to $2.10 per dozen, the change taking place in most instances between the 1st and 15th of July. As to the attitude of the men's furnishers in the States, *Men's Wear* has the following to say:

Some of the leading furnishing goods buyers state that the increase will probably be generally borne by the retailer and that there will be no increase in the consumer price of 25 cents each. It will probably mean that the dozen offers at $2.75 and the half-dozen at $1.38 will be eliminated. Some dealers believe the retailers would be justified in charging 30 cents per collar and it is very probable that the two-for-45-cent rate, which has been in vogue in many stores, will be dropped.

Whether or not action on increasing prices will be uniform, and all will continue the 25-cent rate, or will unanimously adopt a 30-cent rate, is yet to be decided.

Dealers were in some cases critical of the increase, although none would say it was unjustified. They thought, however, some previous notice should have been given them other than mere rumor. It was said collars of the 25-cent grade have just been an even-break proposition with retailers heretofore and merchants should have been given a chance to prepare their trade for the rise instead of having to get along as best they can.

One critic of the advance said previous increases had come in one instance at a time when one of the factories had stocked up so far in advance they had given their employees a four months' layoff. The second increase had cut profits of the retailer down to a bare 33 per cent., and now the third increase places costs so high that collars are hardly worth handling.

It was claimed by one manufacturer that retailers would welcome the increase from $1.90 to $2.10, because of the opportunity it affords them to charge 25 cents each for collars instead of selling them from 20 cents to two for 45 cents.

One prominent retailer said he was not opposed to the increase, nor to any increase, providing the retailer is given an opportunity to make his arrangements accordingly. In the particular instance at hand, he said, many retailers are just about making a legitimate profit on collars, buying them at $1.90 per dozen and selling them at 25 cents each. When the price was lower and the retail price correspondingly lower, he stated, there was no profit in collars. The increases which have taken place in the last year or two, he said, have made it possible for the retailer to realize some profit on his collar investment. "The price of $2.10 wholesale does not give the retailer an opportunity to realize a reasonable profit, when selling at 25 cents retail," he continued. "If one retailer increases his price to 30 cents or two for 55 cents, he has no assurance that his next-door neighbor is not going to sell for 25 cents.

"It is for this reason that some co-operative plan should be adopted by the retailers, in order to protect each other. If a raise comes, let it come; but when it does come the retailers should get together and decide what they are all going to do, rather than have different ones work on different bases, bringing about a condition which is far from uniform and, to say the least, is disturbing."

This dealer stated that if the manufacturers had made the price $2.25 instead of $2.10, the retailers would have had a logical basis to figure a 30-cent retail price. As it is, however, the matter is one which should be brought up for discussion among the retailers as a whole, and not left to the individual judgment of each retailer.

HATS AND HOSIERY TO MATCH

NOT to be outdone by the fair sex the latest fad being shown by the men's wear stores in New York and Atlantic City, is hats and hosiery to match. Whether this will become popular here or not is a matter for speculation among merchants at the present time. Some saying that it is only a summer idea, and just as soon as the high boot displaces the oxford the fad will disappear also. Under normal conditions in the manufacturing line manufacturers no doubt would give this some attention, but under existing conditions it is likely to die early to be resurrected again next season under more favorable conditions.

FIGURES PROVOKE THOUGHT

A WALL STREET publication, gossiping about the price of stock, gives some figures that provoke thought. It shows that suits of clothes on that side of the border "that four years ago retailed at twenty-two dollars are now selling at sixty dollars," an increase of almost two hundred per cent. That is a phenomena everybody who wears clothes is only too painfully familiar with.

Is this mountainous increase — with which is coupled the fact that the sixty dollar suit probably isn't as good as the twenty-two dollar one—all the unavoidable result of economic necessity, with no profiteering anywhere?"

Well this same Wall St. Journal gossiping about the price of stock, shows that the stock of the American Woollen Company, which four years ago was quoted at twelve dollars a share, "is now selling around a hundred and fifteen—an increase of over eight hundred per cent."

That increase would seem to indicate that at least the producer of woollen goods is not suffering unduly. The consumers' stock has not gone up anything like that. It has gone down as much as the wool producers' has gone up.

HABERDASHERY DIALOGUE

In Which Are Recorded Replies Never Made by Clerks.

By MR. J. HARRY CONNOR, in *Haberdasher*, New York

Customer—Is the proprietor in?

Clerk—Yes, he is all in.

* * * *

Customer—What is the price of those shirts?

Clerk—Eight dollars apiece.

Customer—Eight dollars apiece! My, there must be a lot of money in the shirt business.

Clerk—There is a lot of money in the shirt business. A lot of our money is in it.

* * * *

Customer—I want a nice tie for my sweetheart. What shall I select?

Clerk—Why a "Beau-tie," Miss, "a Beau-tie."

* * * *

Customer—I want two soft collars, but not too soft.

Clerk—I comprehend. You want two soft collars but not too soft collars—in other words, medium boiled.

* * * *

Customer—What's the color of this shirt, yellow or black?

Clerk—Really, sir, I can't distinguish, as I am a stranger in town.

* * * *

Customer—I want to surprise my husband with a tie. Do you think this pattern will do?

Clerk—Madam, that pattern will more than surprise him; it will knock him silly.

* * * *

Customer—A suit of winter underwear, and hurry, young man, hurry!

Clerk—What's the hurry, spring has just begun?

* * * *

Customer—I want a pair of gloves and I don't want them long.

Clerk—Do you want to buy or rent them?

* * * *

Customer—Do you allow smoking in this store?

Clerk—If you smoke on the quiet, smoking is allowed.

* * * *

Customer—Are you the proprietor?

Clerk—Not yet. I am only the cashier. Give me time, give me time.

* * * *

Customer—I am a comedian. I want a funny tie.

Clerk—I have just the thing, but please don't put it on here for I shall die of laughter.

* * * *

Customer—A little more speed, a little more speed. You limp as though you had been wounded with shrapnel.

Clerk—No, I was knocked out with Bushmill.

* * * *

Customer—Some black silk hose; what is the price?

Clerk—Four dollars a pair.

Customer—They come high, don't they?

Clerk—Yes, just a little above the ankle.

* * * *

Customer—Have you a telephone here?

Clerk—No, madam, we are just out of telephones, but we have a large assortment of silk handkerchiefs.

* * * *

Customer—Is this a chain store?

Clerk—It is, but we haven't a chain in the store.

* * * *

Customer—I would like to see a pair of spats—long, high pair.

Customer—I comprehend. Super-spats.

* * * *

Customer—Judging by your manner of speech, I would take you to be a comedian.

Clerk—You are wrong, sir, I am a Canadian.

* * * *

Customer—Is this a haberdashery?

Clerk—This is a menagerie, and I am one of the tamers.

* * * *

Customer—If I owned this store, do you know what I would do?

Clerk—Certainly, but let's not discuss unpleasant things.

* * * *

Customer—I don't care for these ties. Can you give me something I like?

Clerk—Yes, I could give you a nut sundae.

* * * *

Customer—Say, you simp, can you tell me if that there hotel across the street has a eatin' place for men?

Clerk—It has. Walk through the lobby to the second door on the right, and you will see a sign, "Gentlemen's Cafe," but don't let the sign stop you. Walk right in.

* * * *

Customer—Is this an English shop?

Clerk—It is.

Customer—Are you from London?

Clerk—I am.

Customer—Parlez vous Francais?

Clerk—Oui, monsieur.

Customer—By golly, he is from London, all right.

BRITISH INDUSTRIES AFTER FOREIGN TRADE

Agents of American firms are sending to their houses in the United States reports of the activities of the Overseas Organization of the Federation of British Industries. First-class men, versed in foreign customs, are working hard to strengthen old markets and to capture new ones, especially those formerly held by Germany.

The trade boomers have been thoroughly drilled in London in regard to the old business channels that have been entirely cut or diverted, the new possibilities that abound all over the globe and the necessity in the home country of recreating industries brought to a standstill by the war.

The Overseas Organization is a central body acting for 17,000 firms, and its trade commissioners will go to every part of the world to constitute "a chain of commercial outposts." In their instructions the commissioners have been told some ancient history among other points as a guide in avoiding pitfalls. Some of the features would be of use to Americans in their fight for foreign markets. For instance:

"Goods were manufactured in England at one time without considering the tastes of the foreign public. Catalogues in English, with English price lists, were issued. Our salesmen were outwitted by foreigners who had studied the customs and the languages of the people among whom they were doing business."

In warning that British manufacturers can no longer afford to wait for trade to drop into their arms, the instructions tell of the adequate methods used by energetic and initiating German and American traders. It is said that it is no use to look back a century, when Britain had the start over the rest of the world in producing manufactured goods and transporting them in British ships. Such prosperity, enhanced by the high reputation of British goods, it is pointed out, bred a complaisancy that proved disastrous.

The instruction ends with the following prod: "But the leaders of British industry are now alive to the fact that everything is in the melting pot."

$100.00 SUITS 1920

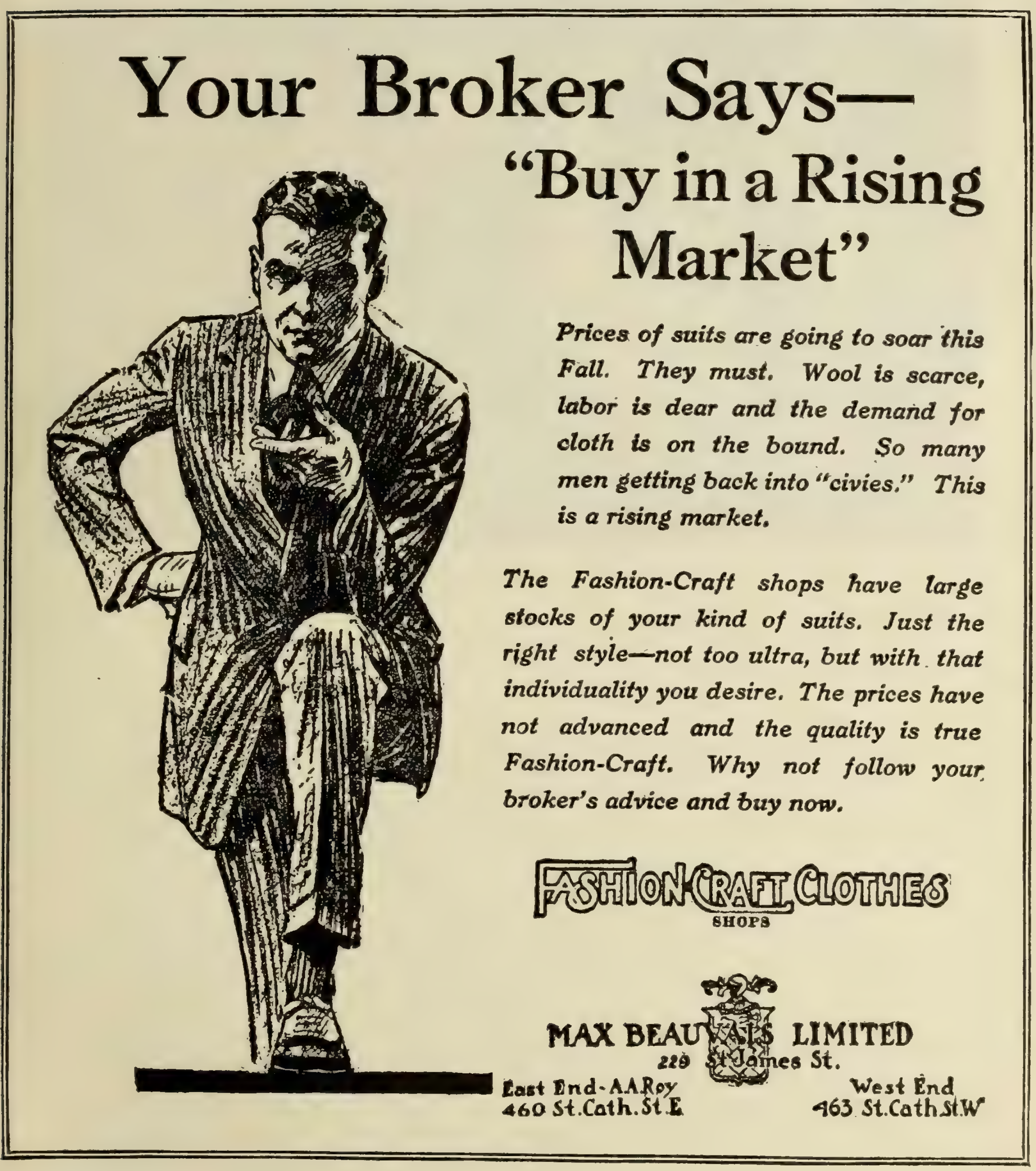
An American paper, reporting on the American Designers' Association, says that we are "to pay double for men's clothing in 1920. But you'll forget the price when you see the lining."

An increase of 100 per cent. was predicted by H. Simons, who presided at the opening of the convention.

Some slight compensation, however, is to be granted, as coats will be longer, shoulders broader, and chests deeper. In addition to this, Mr. Simons said, gaudy linings of Alice blue, orange and similar bright lines will be in vogue, while vests will be cut lower to permit a greater display of dazzling shirts. He stated that no departure in the present style of trousers will be noticed.

THE RETAIL ADVERTISING PAGE

A Suggestion for the Ad-Writer.



Your Broker Says—

"Buy in a Rising Market"

Prices of suits are going to soar this Fall. They must. Wool is scarce, labor is dear and the demand for cloth is on the bound. So many men getting back into "civies." This is a rising market.

The Fashion-Craft shops have large stocks of your kind of suits. Just the right style—not too ultra, but with that individuality you desire. The prices have not advanced and the quality is true Fashion-Craft. Why not follow your broker's advice and buy now.

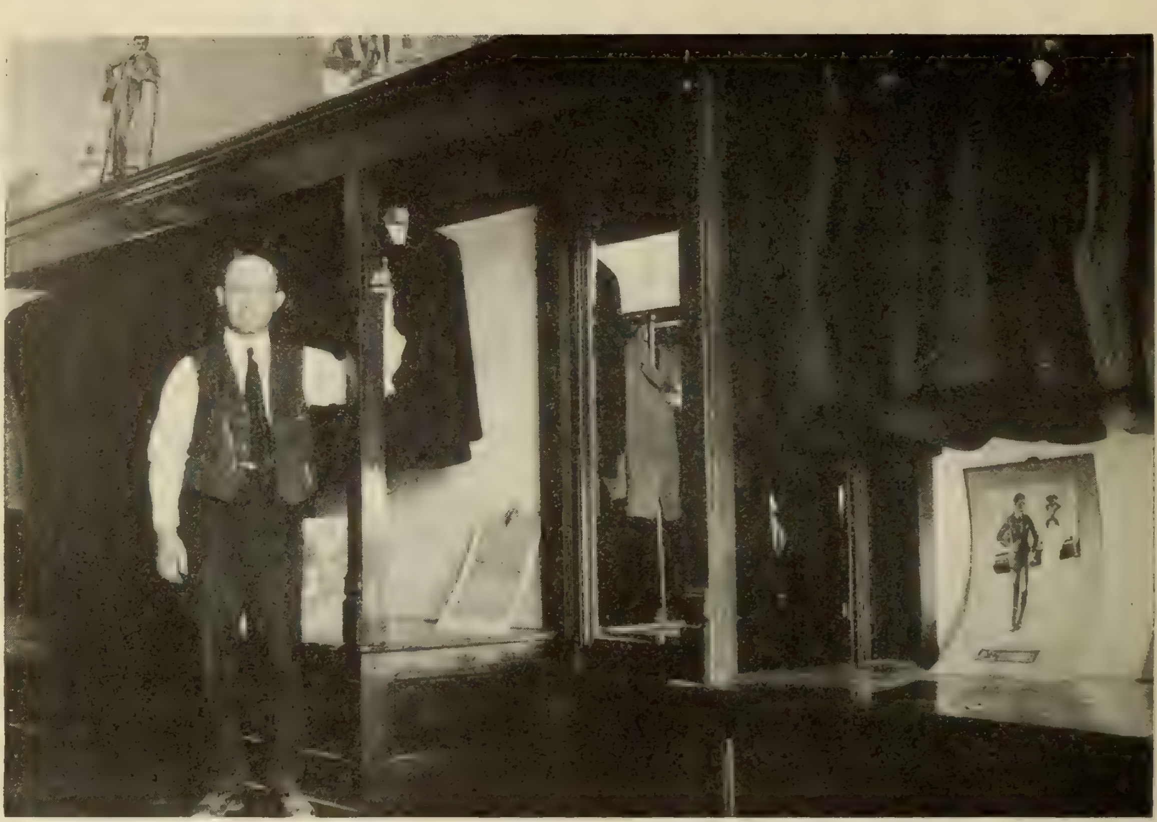
FASHION-CRAFT CLOTHES
SHOPS

MAX BEAUVAIS LIMITED
229 St. James St.

East End-A.A.Roy
460 St.Cath. St.E.

West End
463 St.Cath.St.W.

The above advertisement appeared in a Montreal paper. Its appeal is to the business man and is backed by good business arguments. The text is clear and well arranged, the type is right and the cut shows action.



This picture was taken to illustrate what can be accomplished by small men's wear shops in the country in the erection of a cheap but attractive display cabinet for the sale of clothing. This cabinet was erected in the store of George N. Hart, and only a section of it is shown here. It occupies one side of the store from the front to the rear and is 30 feet long by 8 feet high. It cost less than $100 to build, not including the mirror, which was picked up by Mr. Hart at a sale of store furnishings for $25. The cabinet is constructed of fir and is finished in the natural wood oiled and varnished. Suits of clothes are suspended from a piece of piping. The main feature of the cabinet is the placing of the mirror in an alcove, and the conversion of the base into a storage place for suits and cardboard boxes. Prior to 1919 Mr. Hart, who is seen in the picture, was mayor of Melville for a term of three years. He represents the House of Hobberlin, and speaks very highly of the service rendered by this firm during the war, when they issued instructions to their agents to take back suits and return the purchase price in the event of young men being conscripted for army service. The suits from this firm are made to order in the factory from measurements supplied from the country agents, and these agents have instructions to send them back when they do not fit. It is service of this kind, said Mr. Hart, that wins the loyalty and confidence of the country dealer.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, July 25—There is very little change on the piece goods market over last month's quotations where actual prices are quoted, but there is a decided tendency to higher prices on all lines touched upon, due, no doubt, to the employers settling the different labor disputes by settling in the only way possible these days, namely, with higher wages and shorter hours. The market in wool is as strong as ever, and prices neither in England, the United States nor Canada show any signs of declining. There is a very heavy demand for wool, both for Europe and domestic account. Canadian mills are working to capacity. The fact that Government wool sold for 15 cents above minimum price fixed by the Government is evidence of its firm future. Clothing manufacturers and manufacturers of knit goods are reaching out for European trade, and also trade with New Zealand and South Africa. Quotations for Fall delivery of woollen hosiery, mitts, sweaters, etc., show advances of 10 per cent. as compared with a year ago.

The Canadian situation in cottons continues very strong and prices have reached war time levels again. The mills are slow to accept orders and are sold up for months ahead. Some of the mills are also experiencing labor troubles, which, of course, is having its influence in stimulating prices. Generally speaking, advances in all lines of cottons are to be expected. The market for linens is, of course, very strong. Stocks among the wholesale houses are still small; unions are supplying a good deal of the demand. Handkerchiefs for Fall placing business show an advance of from 10 to 15 per cent. An early return to normal conditions in the linen market is not thought likely. Neckwear silks are exceptionally strong and buyers just returned from New York state that prices have advanced 25 per cent. in the last few weeks and at that it is most difficult to secure adequate supplies. One buyer says that $9.00 neckwear will, instead of being the exception, be quite an ordinary price. Deliveries in 1920 of Lyons and Milan silks will be at much higher prices. Japan is exporting raw silks to Italy, which is rather an unusual situation. Swiss silks are 20 cents a yard higher than three weeks ago. Japan silks on spot are also higher.

Clothing being governed, of course, by the market prices on woollens and cottons, and the labor situation will naturally be higher still. The expense of manufacturing has jumped 25 per cent. on account of higher wages paid for labor working shorter hours, and thereby lowering output and increasing overhead expense. Most of the manufacturers are working to capacity, and are only able to make part deliveries on orders placed in Spring. The special measure departments have just about cleaned up on old orders and will be looking for more business.

COTTONS

Advance in Market for Raws and Uncertainty of Labor Situation Renders Prices on Spot Uncertain

COTTONS.—The position of the market in regard to cottons is one of uncertainty. Prices from the manufacturer, as stated last month, were withdrawn, and since then an average advance of about 10 per cent. has taken place. The unsettled conditions under the stability of values very unlikely. Many of the Canadian textile mills are experiencing labor troubles, and the demand for higher wages and shorter hours of work are, of course, reflected in general market conditions. There is all kinds of business, but manufacturers' agents are not taking any orders. While prices declined following the armistice, the decline was short lived, for ruling prices are now at war-time levels, and in some instances, dealers state, they are even higher now than during the war.

The strength of the market for raw cottons is also having its effect on the spot situation.

In referring to the outlook in cotton the "Daily Mill Stock Reporter" has the following to say:

"That the next crop of cotton is to be a short one seems to be universally accepted in the trade at present. Weather conditions have been very unfavorable recently, and hope that a change for the better would occur in time to save many fields in various sections of the belt seems to have been abandoned, the continued rains having about dissipated such hopes. Reports from the growing districts have been distinctly pessimistic and it is believed the conditions outlined will be corroborated in the Government report to be issued to-day. The lowest percentage for the date in recent years was 70.2 in 1917, while the ten-year average is slightly over 80. There are many in the trade who confidently expect the report to-day to be near 70. The condition of the crop is the main basis for the underlying strength in the market at levels which are the highest of the season.

"The comparatively large amount of cotton held by producers and growers in the South, although a big proportion is poor spinning quality, is the source of little or no concern. Such considerations have for months been overshadowed by the uncertainty as to the new crop and the recognized requirements of the world for raw and finished cotton material, expected to be filled as rapidly as possible as soon as there is a return to something like normal shipping facilities.

"The goods market continues fairly active, with a goodly volume of the sales being made by second hands. Mills as a rule are booked well ahead and are rather cautious about commitments further off because of the prevailing inflation of values."

WOOL

Signing of Peace is Likely to Open New Channels of Inquiry for Woollen Goods

WOOL.—There does not seem to be anything to indicate lower prices in the wool market yet. The excessive demand, both in Europe and on this side, is the deciding factor in the way of maintaining strong values. Now, with the signing of peace, new markets are likely to open up, and the majority of dealers are of the opinion that this will have a tendency to hold prices very firm. There has been no appreciable advance since the last issue of MEN'S WEAR REVIEW, but the market is very strong and the trend, it is authoritatively stated, is not likely to be downward while distribution is so uneven throughout the world.

While supplies of wool are likely to be fairly heavy this year, there is on the other hand an unprecedented demand, and the cost of labor and shorter hours figure largely in the market strength. The Canadian mills are filled with orders without exception. The maximum production of the plants in the Dominion is, however, insufficient to provide for the entire Canadian needs. "Made in Canada" merchandise has a very big place in the Dominion now, and is more and more winning favor on its own merits. There was some hesitancy displayed earlier in the year, when nervousness seized certain American interests, and they booked orders at a sacrifice. Deliveries on these orders were cut down 25 per cent., and the price movement has been steadily upward since that time. The present situation is that goods now on order by wholesalers will cost them considerably more laid down in Toronto than the price they are now asking the retail trade for similar material bought some time ago.

No release is in sight yet from British mills; orders there are simply stacked up, and only approximate prices given for those accepted. Notwithstanding the high and uncertain quotations the price of labor is the biggest element for consideration when it comes to made-up clothing, whether men's, women's or children's.

The woollen industry is one of the busiest in Canada, and there is little chance of any surplus of woollen textiles this year. Canadian novelties and tweeds have been taken up readily by the trade, and in many cases consumers are allowed to believe that the goods are imported—which seems to make them more popular.

Some heavy knitted fabrics made in Ontario are selling for men's overcoatings and women's Fall suits. These are so closely knitted as to have every appearance of woven cloths.

A report from Washington, dated July 3, states that the average cost of all wool purchased by the War Department there, to May 31st last, is 71 cents. The average cost of that sold to May 31st last is 76 cents per pound, and the price received 72 cents.

Another report of the same date from Boston, states that an era of economy appears to be sweeping over the worsted branches of the textile industrial and production of wool waste has been reduced to a minimum.

It is said that the saving in wool cloth by the tailors to the trade in the United States through a reduction in the size of samples at the instance of the Commercial Economy Board amounted to over 220,000 yards. For the entire garment and clothing industry the saving resulting from smaller samples will be not less than 1,500,000 yards. The saving in cloth that is resulting from the reduction in yardage per garment will probably amount to at least 35,000,000 yards this year, the memorandum states.

COLLARS

New Advances Made Effective July 15th —Prices Now $2.40 Per Dozen— Retail at Thirty Cents

COLLARS.—Circulars have been sent out to the trade notifying them of the advance in collar prices, which, in most instances, came into force between July 1st and 15th. The advance seems to have been by arrangement between the different United States collar manufacturers and was made to offset the new scale of wages being paid to operatives in the collar-making industry; this and the higher price of cotton in the future. We still speak of the linen collars, but linen these days, in most instances, is better grade cotton when it comes to making a collar.

The Canadian manufacturers were up against the same conditions as the United States factories and followed their lead in raising the prices to the retailer.

It is, and has been, a general rule to add 50 per cent. to the price of collars. This would bring the consumer cost to 30 cents, or two for fifty-five. It looks like the last rung in the ladder going up.

SILK SHIRTS

There was a time not long ago when the silk shirt was considered a luxury, but that idea has passed into history and nowadays a man's outfit is not complete without an assortment of this very cool, comfortable and smart appearing garment. It is the general opinion of men's wear dealers that the silk shirt has come to stay, and instead of being a hot weather shirt that it will now be considered a staple article and will sell freely the year around. Sales were never so large as they have been this season, and it is conceded that it will be an ideal Christmas gift, and a great many merchants are buying with that idea in view, and manufacturers are having them boxed individually for that purpose. The sale is not confined to the better stores, but all graders are sharing in this popular fancy and adding increased revenue to their business. There is no particular pattern of an outstanding nature; everything being shown is soon disposed of soon after being taken into stock. There is a tendency for an abundance of color, and stripes predominate but plain colors are hard to procure and are in a class with fine neat patterns in bright colors which if these could be procured price would not count. The popular price is around $5 to 7.50 but many shirts are being sold from $8 to $10.00 and from indications from the silk markets will not be any cheaper for some time to come and there is a very great trade.

FASHION CRAFT

Russell Cochrane, manager Clarkes, Limited, Shop Fashion Craft, Moose Jaw, has recently visited Montreal and New York in the interests of his firm. Mr. Cochrane finds materials hard to procure, even at advanced prices, and returned to the West thoroughly satisfied in his mind that the goods purchased by his firm for Fall five or six months ago were from 15 to 30 per cent. cheaper than he could replace them at the present market price. Whilst the tendency was still upward, especially was this noticeable in woollen goods.

Mr. Lee Sullivan, Western special order representative of Fashion Craft Mfrs., Ltd., Montreal, returned to headquarters after a five months' trip in the Western provinces and reported a most successful season.

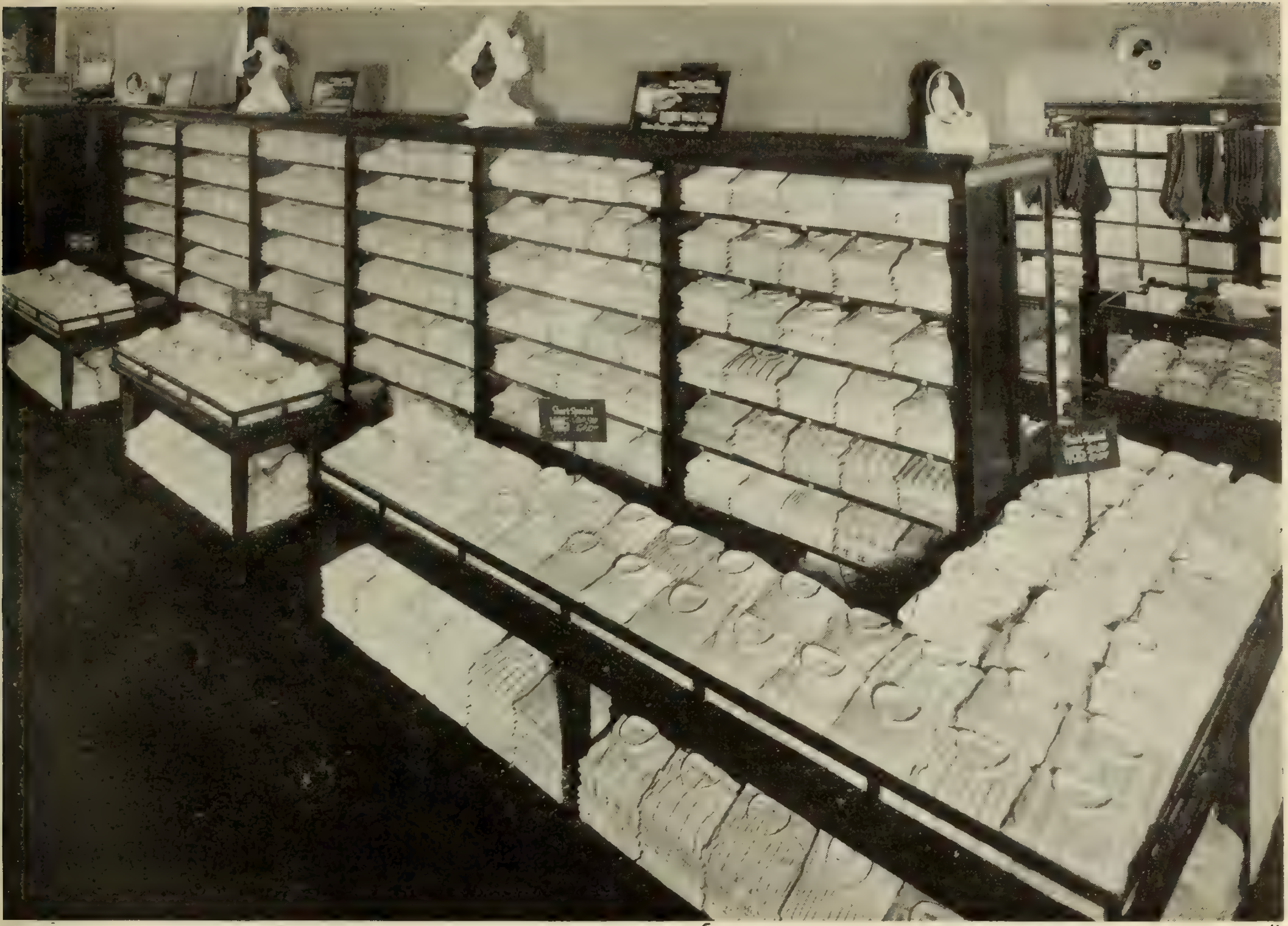
ANNUAL PICNIC

H. Vineberg and Company, Limited, Montreal

THE fourth annual outing of the employees of H. Vineberg & Co., Limited, manufacturers of Progress Brand clothing, was held at Ste. Rose on Monday, July 19. There were some five hundred employees and their friends who assembled at Ste. Rose and were first addressed by Mr. Harry Vineberg, president of the company. Among other things Mr. Vineberg emphasized the fact that "while the world at large was celebrating peace, it was up to all of us to have peace amongst ourselves in our homes and at our work."

Immediately after this address Mr. Vineberg was presented with an illuminated address signed by the heads of each department as a token of the esteem in which he is held by his employees, also in recognition of the fact that he has been in business for over forty years. The programme was comprehensive and kept everybody busy and happy. At 2 o'clock the sports programme was carried out as arranged previously and all the events were entered into with a zest.

During the afternoon and evening a band was playing in the pavilion for dancing, which was a very popular feature amongst the younger and light-hearted generation. The picnic broke up at 8.15 after a most enjoyable outing.

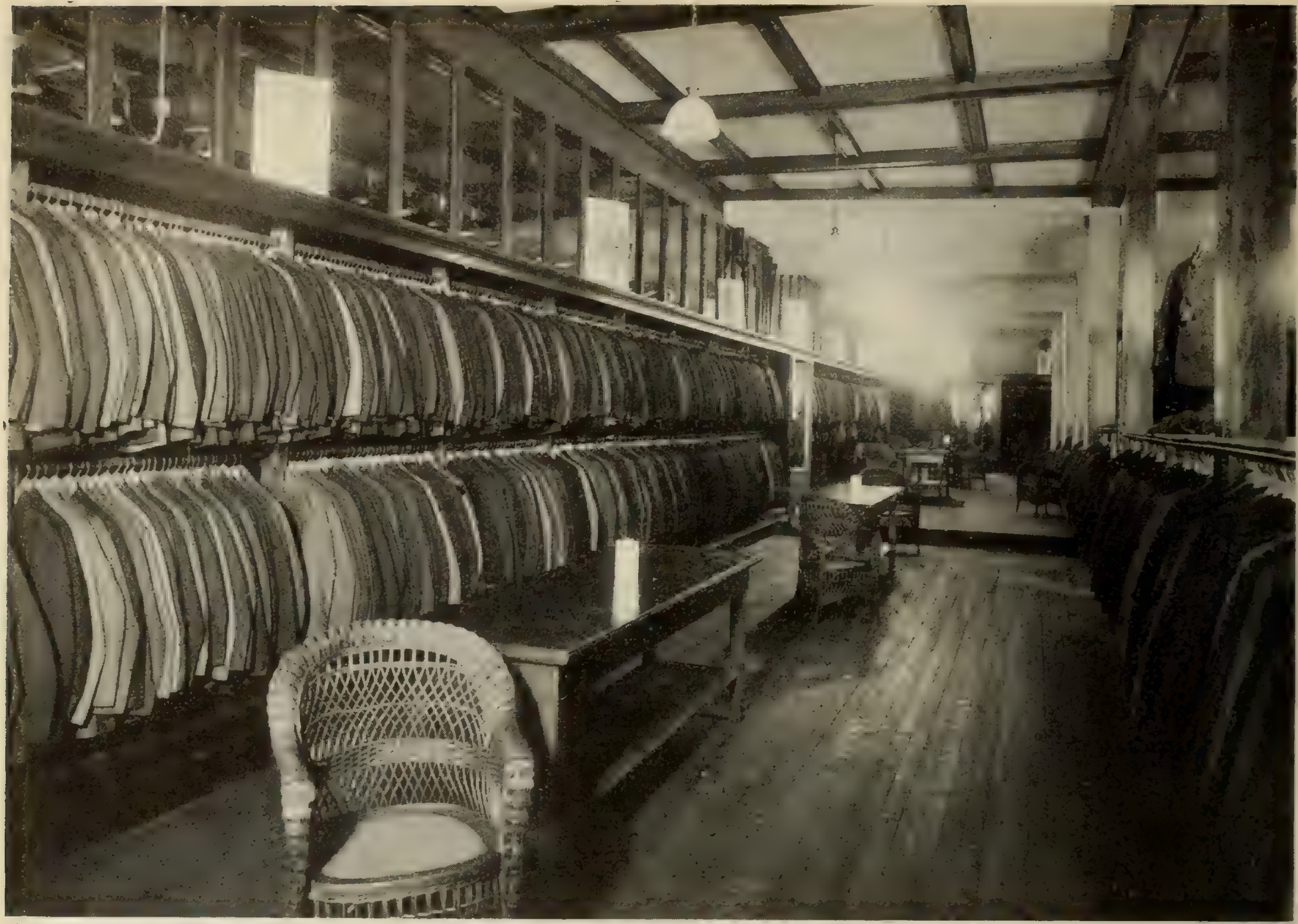


SHIRT DEPARTMENT *SHANNON & GRANT, Hamilton*

Shirts Properly Displayed Sell Themselves

The above photograph shows the up-to-the-minute and one-minute-past shirt department of the Shannon & Grant men's wear store on Rebecca and James Sts., Hamilton. It is one of the most business-like departments in Canada, the stock is excellently displayed and is to all intents and purposes a self-serve display, as the customer can see a wonderful assortment—can handle the articles and make his own choice with very little assistance from the salesman.

The Shannon and Grant business has made rapid strides the last few years and the proprietors attribute a good deal of the success to up-to-date display fixtures, advertising and plenty of it, service and customer satisfaction.



CLOTHING DEPARTMENT *SHANNON & GRANT, Hamilton*

The well-arranged display of stock in the clothing department of the Shannon & Grant store, Hamilton. A man would just naturally feel that he was hard to please if he couldn't select a suit to please him from this formidable array of suits and overcoats that can be seen from one end of the department to the other. Here again the question of self-service crops up. A prospective purchaser may roam around while the salesmen are busy with other customers and get an idea of what he really wants, and after that the sale is considerably simplified for the aggressive salesman.

There is also an up-to-date shoe department in connection with this thriving Hamilton store that is in itself a complete shoe store. This store is entitled to the term of the "Show Window Store of Hamilton," as they have just lately put in up-to-date windows running the full length of the store and across the front. In another issue we will reproduce a photograph of this store from the outside.

WHY IS THE KNEE-PANTS AND KNICKERBOCKER BUSINESS NEGLECTED?

Retailers and Manufacturers Deplore Lack of Interest and Appreciation on Part of Each Other in the Possibilities for Developing Greater Business on This Article of Boys' Wearing Apparel—Pro and Con Discussions on This Subject.

From *Men's Wear*

ARE manufacturers of boys' knickerbockers overlooking a golden opportunity? A buyer for the boys' clothing department of a large New York department store says they are. He affirms that they fail to realize the possibilities that are present in their line of endeavor and that an outsider might enter the field and achieve a startling success in the business which offers greater possibilities to-day than ever before, while those who are in that business are asleep or dozing.

Visitors from all sections of the country drop into his department from time to time, he says, and ask for information as to who make boys' knee pants, for the manufacturers, as a general thing, are quite unknown to a good many retailers. In contrast, he points to firms who have been rewarded with fortunes through the manufacture of men's trousers, and indicates that, while the volume of men's separate trousers sold is not nearly so great as that of boys' knickebockers, the firms and their product of those making men's pants are known to everyone in the trade.

Six pairs of pants are sold for every suit that is bought for the boy, is the proportion he names, and yet there is no manufacturer who stands out pre-eminently in the minds of retailers or of the general public as specifically boys' knickerbockers and knee pant manufacturers. "It seems that they are ashamed of their business," this buyer said, "and instead of trying to originate something in their own line and to develop it into a big propositon, they slavishly try to copy the success of somebody else with another line, boys' clothing, for instance, when wonderful opportunities lie unnoticed right at their own doors. In the light of the success that has rewarded some of those in the boys' clothing field and in the young men's field, the knee pants business, perhaps, to them seems small."

As an example of what can be done with things that were once held to be insignificant, he indicates the lowly sandwich, saying, "A number of years ago the customer who entered a restaurant and ordered a sandwich and a cup of coffee met with scant attention from the waiter, who, however, hustled at top speed for the customer who ordered a meal. Someone conceived the idea of exploiting the sandwich and opened up marble finished and expensively decorated establishments just to take care of the kind of custom other restaurants looked upon with disfavor. To-day fortunes are being enjoyed by those who entered into the business of dispensing the five-cent sandwich along original, money-making lines. The despised sandwich customer was a very desirable customer to those with a vision that took in the possibilities of the business."

Just what this man's criticism applies to is perhaps a tendency on the part of manufacturers in the knickerbocker and knee pants line to let things go as they are and to carry their business along as it always has been operated, that is, as far as present conditions will permit. The buyer whose remarks are quoted seems to think that the mother, having now become accustomed to paying considerably advanced prices, is in a mental attitude where she would be susceptible to the claims made by some branded, advertised line of high character. To the suggestion that the shortage of merchandise might handicap or defeat the object of a manufacturer who might try to establish his brand in the public mind through the channel of advertising and the maintenance of a standard, he avers that in his buying he has not found shortage of merchandise to be serious. "How is it," he asks, "that when I want a certain garment in knickerbockers, it is not in his stock, but the manufacturer always offers to make it up for me?"

It is apparent that either the indifference of the manufacturer in developing new ideas in the knickerbocker business or the attitude of the average retailer toward that proposition is not inspiring much progress in that line, for according to all accounts it stands to-day where it has always stood. Of course, the economic conditions of the country have helped to eliminate some of the cut-throat features of the business that may have existed, but it is said that in comparison with other lines, no one is doing a really distinctive business. No firm or firms stand out as the big knickerbocker and knee pants people. When the retailer thinks of knickerbockers, does he instantly recall some firm as the big knickerbocker house? Does the mother, in buying knickerbockers for her boy, look for some trademark or name that gives her confidence in what she is buying?

A manufacturer of knee pants deplores the neglect with which the knee pants proposition is treated by the trade, which is a view from the other side of the fence. He points out that, while there are undoubtedly five or six pairs of knee pants sold to every suit that is sold, yet there is only one store in the great city of New York, with a million and a half boys, which thinks enough of knee pants to advertise them. That store, he believes, sells more boys' clothing, suits and knee pants, than any store in New York.

He predicts that within six months the knee pants and knickerbocker business will get into what he describes as the old cut-throat method of doing business which was in practice prior to the time when the piece goods situation and the labor situation made a sellers' market, and the only remedy he sees is the relief afforded by owning a branded, advertised line, which rises superior to price battles.

Department stores, however, are big buyers of boys' knee pants and they do not look with any particular favor upon the advertised brand, according to this manufacturer, because they feel that if they once carry a branded article, it means that the store is forever tied up with that brand. They prefer to carry lines that may be changed when a better price presents itself, for they appreciate that they have not the opportunity of bargaining with a branded line.

Where knickerbockers are carried by the clothier, the knickerbocker customer is often neglected. For example, if two customers should enter the store simultaneously and one proved to be a knee pants or knickerbocker customer and the other a suit customer, the suit customer would get all of the attention because of the larger margin and bigger sale. Knickerbockers have now reached a price where the amount of the sale is not negligible. A pair of blue serge knickerbockers, which might have been sold for a dollar some time ago, are now selling for around four dollars, and a dollar and a half or two dollars is the average and almost standard price of knickerbockers to-day.

Those manufacturers who sell only to jobbers see nothing to the knee pants and knickerbocker business but a price proposition. The manufacturer who can increase production and thereby reduce the price believes that he has accomplished a good stroke, for, as one of them remarked, "a difference of five cents on a dozen means a big difference in business." With them, wherever a corner can be cut, it means a chance to slice the price.

Even though a large percentage of the knickerbocker and knee pants business may be a price proposition from the viewpoint of many manufacturers, jobbers, retailers and ultimate buyers, the creation of a consumer demand for a branded line might take a manufacturer out of a price war if conditions revert to that, leaving him a fair margin of profit and permitting the maintenance of a standard in the garments.

However, there are those who believe that the old conditions cannot return. A manufacturer, who is recognized in the trade as producing a high-grade line of boys' pants, says that, while he has never gone after business on a price basis, such a condition existed with many, but labor's demands for shorter hours and more pay have resulted in underproduction and the scramble for customers will not be so heated as to make five cents on the dozen a deciding factor.

The majority in the business believe that the department stores are the largest distributors of knickerbockers and that clothiers are neglecting opportunities when they do not give careful attention to this line. They admit that it is quite natural for the salesman and the proprietor to devote more attention to the sale of a suit than to a pair of knickerbockers or knee pants, for in point of time it takes almost as long to sell a pair of these as it does to sell a suit. The woman is said to be just as particular in buying a pair of pants as she is in buying a suit. She will make the most minute examination of the material and workmanship.

From another angle it would seem that the particular woman should prove a good customer for high-class knickerbockers, well made, of good material and the recognized product of some well-known maker. The woman who buys boys' knee pants does not confine her purchases to these items, and the boy for whom they are bought does not wear only knickerbockers, but also wears suits. If the clothier carries knickerbockers and knee pants, and gives their sale sufficient attention, he will no doubt attract customers for boys' suits, for, on the whole, the sale of an individual item is less important than the profit in securing a long continued patronage, during which a number of pairs of knickerbockers are sold, as well as the proportion of suits to knee pants and knickerbockers that the woman buys for her boy.

A retail clothier attributes several causes for an admittedly poor business in knickerbockers. The reason he does not sell more of them is not because he does not want to, or because their sale might interfere with suit sales, for he says he would sell grass seed if he could make it go, but because the garments that are offered to him by manufacturers are unsatisfactory to his customers. They lack variety and are skimped as to measurements. Knickerbocker makers, he claims, are not keeping pace with the progress in the boys' clothing field.

Another contributing factor to a decided falling off in his knee pants business, he says, is that better suits are being bought for the boy to-day. The suits are made better and are of better material, and the mother is willing to pay decidedly more for the suit that contains quality. Then, too, pants that are reinforced where the wear comes, with double seats and made stronger, to some degree make extra pants less necessary, he claims.

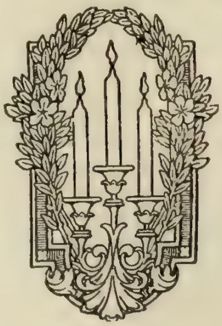
The majority of knickerbocker manufacturers are not making their merchandise to correspond with the improvement in suits, and that is what the retail buyer expects when she is asked to pay a good price for extra pants. She demands the same generous sizes and good workmanship that the original pants accompanying the suit contained.

This retailer asserts that he has not bought any knckerbockers to speak of for more than a year just because he could not get what he wanted and because the stock he carried was not moving. He is frank to say that the price of the kind of goods he wants would be high and that perhaps customers would be reluctant to pay six or seven dollars for a pair of knickerbockers for a boy.

Another retailer has a solution of the price problem which he believes he would adopt if he were a manufacturer of boys' knickerbockers. He would put out two lines, one of a good quality such as go with the suits and a fair line matching the suit sizes and colors, made of a cheaper mixture. This would give him some latitude in prices.

The knickerbocker and knee pants proposition is fundamentally one of economy, the mother buying these pants to replace those worn out with the suit, or to wear in place of those belonging to the suit. While the boy is wearing these knickerbockers, he is saving his suit. As a consequence, the extra knickerbockers, being used as a knock-about medium of economy, and making no particular pretension as to style, the woman is not inclined to pay a price that warrants extraordinary efforts in the movement of this merchandise by the retailer, unless she is educated to do so.

The gospel of the economy that lies in good merchandise can always be preached, is usually believed and should have just as strong an appeal in boys' knickerbockers as in anything else. If a pair of boys' knickerbockers retailing at four dollars will give more than twice the service of a pair at a dollar and a half, and at the same time present an appearance that offers a much stronger attraction as stock than does the cheaper pair, to say nothing of their appearance when donned by the boy, then it should follow that there is room for a campaign telling these facts and guaranteeing their authenticity by affixing a trademark which the mother recognizes as standing for the quality and service which results in greater economy in the long run.



All who buy boys' knickerbockers and knee pants are not influenced by dire necessity, and because a mother buys a pair of knickerbockers instead of a whole suit is no indication of poverty. There are knee pant makers who are producing and marketing merchandise on the basis of quality alone. Economical motives, no doubt, prompt even the well-to-do to buy separate knickerbockers for boys, and it is quite natural to assume that these would be willing and anxious to secure satisfaction in a good grade of merchandise at a good price, provided they had a means of recognizing it despite a lack of expert knowledge of material and workmanship.

There are signs of an awakening, however, for a manufacturer of men's trousers is now actively soliciting business for knickerbockers and manufacturers of boys' suits are also making a play for separate pants business.

CANADA'S BANKRUPTCY ACT

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2. Costs in obtaining judgment are allowed to the first man who has secured execution against the company.
3. Three months' preference only to wage earners.
4. Taxes due to provincial or Dominion Governments which are declared a lien on the property and must be paid.

Landlords Three Months Only

In regard to landlords—A change has been made in the law as it is in the Province of Quebec regarding landlords. As a result a criticism has been brought up that we are too hard on the landlords, while on the other hand the claim is made that they should rank as ordinary creditors. We have decided to allow the landlords three months' preference only on their claims. Again the criticism is raised that as soon as the law takes effect you will see all rents payable in advance. But that is not a hardship and as a matter of fact in New York this is the custom in force. If more than three months' rent are due him he will be treated as an ordinary creditor and obtain his dividend with the rest.

The main objects that will be obtained by this Act are thus:

1. It will grant uniformity in bankruptcy acts for all the provinces.
2. The proceedings will be as speedy, as cheap and as reliable as possible.
3. It will abolish preferential or priority creditor abuses.
4. It will provide for the honorable discharge of an honest bankrupt.
5. The whole Act will work out to the financial and commercial interests of Canada.

It may be six months or more before the Act is put into actual operation. The consensus of opinion is that a reasonable time should be allowed to pass before it comes into effect. Practice forms must be drawn up, rules of practice approved of, trustees chosen, etc., but in six or eight months the bill will be proclaimed as law and come into force.

SALESPEOPLE OF TO-DAY AND TO-MORROW

(Continued from page 31)

ficult to sell one article after having gone the limit in sales talk on another article, and this is the danger if you make a mistake in sizing up what the customer wants before you know.

"When you try to sell a customer something they do not want they forget to come back to your store again. Be careful of over-insistence. Lead the customer instead of trying to drive. We are apt to size the customer up according to our standards instead of according to their standards."

In referring to the customer who comes into the store and says that he or she is "just looking," Mr. Stockdale gave the following illustration:

"A Woodstock, Ont., merchant told of a lady who came into his store to look at certain goods which she was thinking of buying in the Fall—some few months later. The salesman explained that they would have some better lines in at that time, and suggested that she delay looking until the Fall, and then visit the store. The lady in question went to another store in town, and by the exertion of salesmanship was induced to buy goods on the spot."

Mr. Stockdale gave another illustration of how some merchants take much for granted and make a mistake in sizing up customers. He referred to the travelling salesman, who often makes purchases from merchants whom he usually visits in a business way. The point was emphasized that many merchants mistake good customers for salesmen, and do not give them even usual attention.

"The merchant who will not pay the greatest attention to the travelling salesman reaps his own reward," added Mr. Stockdale.

People Learning to Shop

"Merchants should also give customers the same attention when they do not buy as when they do make a purchase." The 5c, 10c and 15c store is teaching the people to shop. We are developing a nation of looker-shoppers. It is there they are getting their education.

"The customer who comes in to buy a 10c article should be given the same attention as the one who comes in to buy a $10 article. Take care of the people who come in to look. Don't let any lookers come in to your store, as far as your treatment is concerned.

"The attention you give to Mrs. Brown has a greater influence on your store than you imagine. Mrs. Brown takes a lot of your time and buys very little, and she is hard to wait on. When you take this attitude towards customers you are making the mistake of your merchandising life. You may call this customer what you please, but Mrs. Brown corresponds to the baseball fan. She is the store fan—what would baseball be without the fan? Mrs. Brown knows more about the merchandise than the clerk behind the counter. She asks questions which are hard to answer. Mrs. Brown belongs to all the clubs in the town and attends them regularly. Don't forget the stores are well discussed at these meetings. The reputation of your store is made or marred right there. Mrs. Brown is sending customers to your store or away from it. Get Mrs. Brown boosting for your store.

"A satisfied customer is the greatest advertisement. Mrs. Brown is satisfied or is a dissatisfied customer who gives much of her time giving word of mouth advertisng.

"Whenever you think of salesmanship you think of certain clerks who are born and not trained. If you have the right foundation, salesmen can be developed through experience, and if you do not have the right foundation you cannot develop a salesman. The study of the science of salesmanship is a good thing.

"The person who stands behind the counter to-day and succeeds is the person who really wants to serve the customer, the salesman who has the spirit of service. How many can say that their customers feel you like to serve them? If they feel that way they will come back to your store, but you must have the service spirit in your salesmanship.

"Don't forget the Biblical quotation: 'He who would be the greatest among you, let him be the most willing servant.'"

Western Store Encourages Road Building

Robinson & MacBean, Moose Jaw, Sask., Hold Third Annual Competition to Encourage Good Roads That Are of Such Vital Importance to the Customer and to the Store.

A GREAT public service is being rendered to the people of Moose Jaw district through the foresight of the proprietors of the big Robinson and MacBean departmental store, Moose Jaw. For years this leading firm have conducted a road-making competition in the immediate district of Moose Jaw, which has not only greatly improved the roads in that locality, but has meant thousands of dollars annually to the merchants of that city, which would otherwise have gone to other towns or the mail-order houses.

Covers 70-Mile Radius

Announcement is just made of the third annual road competition of the Robinson MacBean Company. The preliminary inspection has already been held, and the contest is now entering upon its constructive stage. Fourteen entries, covering seventy miles of roadway, have been made and substantial prizes, ranging from $150.00 for first prize, to $75 for third prize are being offered; prizes totalling $325.

The contest takes unto itself great importance when it is remembered that the raw prairie roads have always constituted somewhat of a problem to road makers, and also from the fact that distance is more and more coming to be measured by time rather than by space, as the automobile more and more takes the place of the horse and buggy. It is now possible for farmers residing many miles from town to visit their merchants in town as often as they please, where formerly they rarely made the long and difficult trip to town by horse.

Assists Business

It is the aim of the Robinson and MacBean company not only to assist in bringing business to their own town, but to assist in making experiments along the lines of better methods of road-making, and in this they are doing a real service to the prairie dwellers of Saskatchewan.

The competitions were first undertaken by the firm in 1917, so that this season's contest will be the third annual competition. The contest this year will cover the same territory as that of last year, roughly, from Hearne on the south, to Keeler on the north, and from Belle Plain on the east, to several miles past Caron on the west. Seventy miles of road are covered in the contest.

Judged on Four Points

Judging is done on the same basis as formerly, each entry being given a preliminary inspection before the season's work begins, and certain points are awarded for the condition of the road and the condition of the soil at the commencement. This award is in the nature of a handicap, the road in the poorest condition at the start being given the greatest number of points. This tends to equalize any difference which might exist between the entries at the beginning of the competition, and start all the contestants off on an equal basis. An extra award of five points per mile is given each competitor for every mile which his entry exceeds three miles in length.

An inspection will be made monthly during the season, four in all, and points awarded for improvement shown in that time on crown, hardness and smoothness of road; also for the condition of the ditches, freedom from weeds, amount of traffic and for general appearance.

At the end of the season a first prize of one hundred and fifty dollars; a second prize of one hundred dollars, and a third prize of seventy-five dollars will be paid for the roads securing the highest number of points, the prizes to be divided

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WHERE DO YOU LOOK FIRST IN A NEWSPAPER?

Why Right-Hand Side of the Show Window Catches Your Eye is Explained by J. E. Miller in the "American Magazine."

IT was only recently that I, like everyone else, was a salesman; for being a salesman is simply trying to interest somebody in something. It may be soaps, it may be silks, or your services—or salvation, if you are trying to get someone to take it, you are essentially a salesman.

I am the "News Editor" of a daily paper, and among my duties is that of placing the news stories on the front page so as to arouse the interest of anyone picking up the paper, or merely glancing at it on the news-stands.

In the United States there are some 2,500 daily papers. Their news editors must be great salesman, for they help to sell more than 75,000,000 copies of their "wares" daily. At any rate, they have learned one thing which, so far as I know, other salesmen have not discovered.

They have learned where people look!

They know on just what spot on the front page of the paper your eyes will rest first, because they know this, you will find that the first thing you see when you glance at a paper, is the biggest story the editor has to offer you. And you will see it, first, because he has placed it where your eyes inevitably go—on the right hand-side of the first page.

But—while editors understand and profit by this almost universal habit of looking to the right, I have yet to find a retail salesman, or a window decorator, who knew anything about it.

I once asked an eminent eye specialist to explain the phenomenon, he had never heard of it.

Interested, he made some tests, and confirmed my theory. He suggested that it might be due to right handedness; but as I, myself, am left handed, I discarded his theory. It might, we agreed, be due to the fact that American traffic keeps to the right, and so trains Americans to look that way. Tests on the continent, where the left-hand traffic rules are in vogue, would confirm or disprove this theory.

Not one decorator in a thousand places the "piece de resistance" of his display anywhere but in the centre of his window. That he says is the logical location for his best offering. But the news editor has found that the right-hand side of his front page show "window" is best, the left-hand second best, the centre a poor third.

I recently had a chance to test that theory.

In the centre of my front page I have an important story, headlines black, and two columns wide. The next day in conversation with a business man I mentioned the story, which had something to do with our war preparations.

He hadn't read it! Yet he assured me he had glanced over the headlines of the paper. Further questioning revealed that he had gathered the news in both right and left-hand outside columns, but missed the two column headlines in between.

A few days later, I put the theory, as applied to store windows, to a practical test.

I was walking along the street when I recalled my conversation with the business man. I stopped and tried to recall what I had seen in idle glances cast in store windows during my walk. Then I went back and lokoed over the windows.

In every case but one the things that had impressed themselves on my mind were articles that had been in the right-hand section of the window. In the one exception, a particularly striking show card placed in the left-hand corner had caught my eye.

Later, walking down the same street with a friend, I began talking about the stores we passed, and he, as I had hoped, unconsciously let his eyes rove over the windows.

At the corner I asked him to stop and name the things he had seen. Then we went back to see where they were placed.

The first store was a jeweler's, my companion had been attracted there by a commonplace object—a plaster of Paris hand supporting between its fingers a pair of tortoise-shell glasses.

The display was in the extreme right-hand of the window, and as we had been approaching from that direction it could not be seen until we were nearly in front of the window.

Farther along was a drug store. There my friend had been attracted by a patent medicine display. The medicine was unmarked by card and was only a small item in a large window, yet the label on the bottle had caught his eye, and the display was in the right-hand corner of the window!

The same thing was true in two other windows. In not one case, in a cursory inspection, had any other part of the window attracted his attention.

Further tests on both myself and friends, proved that the highest percentage of hits for my theory were registered in smaller windows from eight to ten feet frontage, and not very deep. In the larger windows, twenty to thirty feet across, the percentage dropped about one-third. However, most stores with large window display spaces usually subdivide.

If furniture is being shown screens are used to subdivide the display space. If the display is men's apparel, paneled screens are used to furnish background for the display.

I found that in those windows the percentage in favor of my theory was practically as great as in small displays of drug stores, groceries, tobacconist and the like. The big windows with unbroken expanse, such as displays for sales of white goods, were the ones that drew the average down.

WESTERN STORE ENCOURAGES ROAD BUILDING

(Continued from page 59)

25 per cent. to the operator being in charge of the road during the season, and 75 per cent. to the municipality in which the entry is located. All inspections are made by an official of the Highways Department of the Provincial Government.

In announcing their annual competition, Robinson & MacBean, Limited, have the following to say of the aims and objects of the big contest:

"We believe that the problem of building better public roads in this province is one that is becoming increasingly important. The automobile has come into general use very rapidly in recent years, not only by the pleasure seeker, but also as a time saver for both the farmer and the business man. The success of the automobile, however, depends very largely on the condition of our roads, and in this province it is probable that the scarcity of proper road building material, such as gravel, broken stone, etc., will prohibit their use for a long time to come, except possibly in cases where the traffic demands are unusually heavy. This means that we will have to depend principally on the common earth road, and the condition of the earth road depends on the proper use of the grader in constructing the road, and of the drag in maintaining it.

"It is one of the objects of this competition to assist in demonstrating what can be accomplished in the construction and maintaining of earth roads, as well as to assist in promoting better roads in the Moose Jaw district."

TO MAKE PAPER CLOTHING

The Celltex Manufacturing Co., Ltd., has been registered in England with a nominal capital of £100,000. The object of the new company is to manufacture paper garments. Germany experimented in making paper clothing, in fact, was forced to wear paper garments of all kinds. Judging from the samples that have been on exhibition in this country as curios, there is a future ahead of this industry, for the garments, although crude, are said to have excellent wearing qualities.

ALL PARCELS AND CATALOGUES CARRIED BY MAIL SHOULD BEAR THE COST OF THE SAME, AND NO PORTION SHOULD BE CHARGED TO THE LETTER SERVICE.

By E. M. TROWERN, Secretary, Dominion Board, The Retail Merchants' Association of Canada, Incorporated

THOUSANDS upon thousands of retail merchants in all parts of Canada have complained for many years that the methods which have been adopted by the large mail-order houses, which are located in one or two large commercial centres in Canada, are such that they are enjoying special privileges and receiving special benefits at the expense of the public generally.

Many Prosperous Communities Best

It is readily conceded by those who have given the subject any thought and consideration that it is very much better for Canada to have a large number of prosperous cities, towns and villages, than it is to have only a few overcrowded and congested centres. To those who have studied this problem, and who have visited the towns and villages throughout Canada, it is quite apparent that the towns and villages are by no means as prosperous as they should be. There must be a cause for this condition. General stores in towns and villages are generally rendezvous for commercial intercourse and social exchange of the new ideas and inventions that are placed upon the market. The more stock that the retail merchant can carry, the more convenient his store becomes and the better service he can render to the community.

The Plan Adopted

The plan that is usually adopted by mail-order houses is to advertise well-known staple lines (that are usually sold by the general stores) at prices below which they should be sold at, and the mail-order houses then make up the loss on lines of goods that the general store does not carry. This system is deceptive on the face of it, and it is demoralizing in its tendency.

The Zone System

When the Post Office Act was amended the last time this matter was taken up by our association, and we expressed our approval to the Postmaster-General of the plan he had adopted, of creating zones of about twenty miles radius, each increasing the cost of the mail service the further they proceeded from the point of mailing. We fully understood at that time that this plan would be carried out in reference to mail order catalogues as well as to all articles sent by parcel post. Since then we have learned that mail-order houses send their catalogues by freight or express from their central warehouses to the central post-office within the twenty-mile zone, and from this point they are delivered, thus defeating the original proposal.

Parcel Post System Does Not Pay

Upon further investigation, we find that the entire parcel post system of Canada does not pay sufficient revenue to cover the cost. In order, however, to cover this loss, a very large profit is made on ordinary mail matter, and this profit is credited to the department, and set out as against the loss made on the parcel post service. In other words, the entire commercial community, when they place postage stamps on their letters, are helping one or two large mail-order houses to carry goods all over Canada to the detriment of the retail merchants of Canada, as well as to the consuming public, who are anxious to have thriving towns and villages in their midst.

Railroad Loss

In addition to this enormous loss, there is now a still further loss on the amount that is allowed to the Government railroads for the carrying of the mail, including parcel post. It is estimated that it costs twenty-seven cents per mile per car to carry mail matter, and all that is allowed to the railway companies for this service is sixteen cents, thus showing an enormous loss on this service alone.

We believe that we have shown sufficient reason why this subject should be taken up and dealt with in a proper manner, and we are asking that a special committee, consisting of members of the House of Commons, and the Senate, be appointed to act during the recess, and to prepare an official report on this matter.

Of General Interest

As stated before, this subject is one of great interest to not only every retail merchant in Canada, but also to the manufacturers and wholesalers, as well as the public generally. A great many suggestions are made from time to time setting forth plans to endeavor to remedy this evil. Some have suggested taxation of mail-order houses so that the municipalities out of which they take large sums of money would be partially recompensed for the loss of trade within the municipality. This suggestion, however, has always lacked any concrete plan whereby this proposed tax could be collected, and, in our opinion, it would be too cumbersome and complicated, and by the adoption of any proposed plan of taxation we would be legalizing a system which is based upon an unfair foundation.

Pay Full Cost

For this reason, we believe that the first step that must be taken to remedy this injustice is to compel all persons using the mail service to pay the full cost of the same, and that no portion of this cost should be taken out of the cost of carrying letters, or out of the Dominion Treasury.

We have our facts and figures all compiled, and our chief desire now is to have this matter laid before the elected representatives of the people, who are represented in the Commons and the Senate, and we are making every effort to accomplish our object.

The Retailers' Position

As a class, retail merchants stand between the producer and the manufacturer on the one hand, and the consumer on the other. Their duty is to distribute merchandise after it has been produced and manufactured. Being in this position, they are more apt to see any injustice that is being done, either to the laboring man, the producer, manufacturer or the consumer.

In the case of the large mail-order houses, we can see that a great injustice is being done by taking money out of the public treasury of the Dominion to benefit a few mail-order houses, who are receiving public service for less than it costs. This means that there is less money to pay the postmen, rural mail carriers, postmasters and all other persons, both inside and outside, of the mail service of Canada. We believe that every laborer is worthy of his hire, and there should be no system in Canada which will benefit a few at the expense of the many, and there is no question about it but that the present mail-order system is unfair and unprofitable, and our sole motive in asking for an investigation into this subject is to see that all those who use this service should pay the cost of the same, and all those who are employed in the service should receive a fair remuneration for their time and labor.

Do You Know Any of These Three Chaps?

HE occupied a fairly large place in the community. He was a manufacturer in a good way, and what he had to say about conditions generally carried some weight. In fact what HE SAID had quite a bit to do with what the community believed.

On this particular day this HE SAID individual stood on the corner just before parting company with the bank manager.

Of course the banker wanted to know his ideas about credits and the outlook in general. It was not possible to hear all that HE SAID, but such words as strikes, no output, hard winter, failures, high costs, were easy to hear. In fact, a person would not need to be an eavesdropper at all to get a whole earfull of real honest-to-goodness blue-ruin talk.

The banker went his way and HE SAID went his. Just as the banker was about to enter his office he met the man who used to attend to the furnaces in winter. Instead of saying, "Good morning, Joe," he stopped and asked Joe how things were going with him. "Fine," replied Joe as a starter. "Working every day at bigger pay than I ever hoped to get. My boy got back from France three months ago and he's working in the same shop. If you want to know how we're doing just take a glance at my savings account. It's right in your own bank here," and Joe was off with a smile.

> *And quite unconsciously Joe, the former furnace man, had put the axe into the burdock bush that HE SAID had planted in the mind of the banker.*

Now as a matter of fact HE SAID was only a very ordinary individual.

Any croaker who decorates a sugar barrel in the old corner grocery could have handed out just as fine a line of headed-for-the-bow-wows talk. It does not require brains—it does not require courage, nor vision, nor executive capacity. Simply a wagging tongue and a bit of an audience—the rest is easy.

Nothing more was needed than that the tongue should wag and the audience not ask any pertinent questions that would confuse the wagger.

HE SAID lives in a good many Canadian centres. He is telling that coal is going to be very high this winter; that there will be an awful lot of people out looking for work; that building is almost at a standstill; that costs are high; that there is industrial unrest; that buying is from hand-to-mouth, and that our money is at a stiff discount in the United States markets.

Unfortunately there is no legal way of dealing with HE SAID. Certain animals can be muzzled during the hot days of August, but there is no muzzle for HE SAID. He is at liberty to go his way, throwing out doubt here and fear somewhere else.

> *The antidote lies in Joe, the former furnace man—Joe, the apostle of good news—Joe, the chap who knows enough to stay everlastingly at the harvest while the cutting is good.*

If Joe gets along to boot HE SAID out of his job, he will buttonhole the banker and say that in spite of strikes, reported crop shortage, high costs, and all these things, retail buying is heavy and payments good—that the world is short of scores of lines that must be grown or manufactured—that many big buildings must be gone on with very shortly—that failures of responsible firms are almost unknown—that Bolshevism has got a black eye—that the costs of the rest of the world are just as high or higher than ours.

Yes, Joe, the former furnace man, would have given the banker a real vision. He would have jumped into his mental horizon and shoved it back a couple of miles. The chances are that Joe would put more blue sky and sunshine into the banker's ideas than could have been hatched under any other circumstances.

> *Now, this is not visionary. HE SAID, Joe and the banker are real people, and they have been discussing real Canadian conditions.*

They represent three conditions and classes in Canadian business. Sift them out and see where you fit in.

THE NECESSITY OF IMPORTANCE TO THE RETAIL DISTRIBUTOR

Continued from page 37

and manufacturer and hand them to the consumer. Every increase that is made to any article, whether it is through increased wages, the increased cost of raw materials, increased transportation, increased rent or the increased overhead expenses of every class through whose hands any product passes, is collected again by the retail merchant from the consumer. The higher wages go the higher will go the prices of the articles created by the wage earners. The circle is complete and no system of reasoning can alter this truth. The law of supply and demand is the basic law upon which everything is founded. The dearer goods are the less profit the retail merchant makes, as the demand is lessened, and his business turnover is, therefore, less.

High Wages—High Merchandise

In order that workmen can be able to purchase all those things that are necessary for their actual comfort, they must receive a salary more than equal to the value of the actual things required so as to enable them to lay aside sufficient for old age, etc. If wages keep climbing up, merchandise will go on climbing up, and there is no scheme that can be proposed that will prevent it. If wages climb higher on one class of goods than they do on others, the workmen will be limited to fewer classes of goods and their comfort will be affected thereby. If, for instance, a working man received twenty-five dollars a week, and with that sum he could pay his rent, buy groceries, meat, fuel, light, clothing, boots and other actual necessities, and his rent was doubled, he would be compelled to forego purchasing some of the other articles of necessity, and, having to do without these necessities, he would immediately become discontented. On the other hand, whatever necessities he economized on it would injure the retail merchant who handed those lines, and he in turn would have to undergo the same weeding out process as that undertaken by the wage earner.

Community Affairs Inter-Related

These simple illustrations are made for the purpose of showing how closely the affairs of every community are inter-related, and whenever one class is affected all classes are affected.

Our purpose in submitting these brief views on the problem of retail distribution, which is one of the most difficult problems for those who have had no practical experience in it to understand, is to point out that there is more capital invested, and more people employed in distribution than there is in production and manufacture combined, and that, in our opinion, no plan, no scheme and no device that can be suggested can ever alter it unless we turn our plan of civilization backward and all begin again to be tillers of the soil and makers of the things we use and require. No one would be satisfied to go back again to the simple life of making our own candles, and using flint instead of matches, and using a spinning wheel to make clothing out of sheep's wool. We have experienced life's comforts and we want them, and if we want them and must have them, we must pay for them. A meal provided in a million dollar hotel will always cost more than a meal provided in a tent. There is a price ticket on everything. The best things cost the most, and if we desire them we must be prepared to pay for them or go without them.

An Advanced Age

To properly consider the subject we have before us we must take conditions as we find them to-day, and not as they were a century or two ago. To-day we have public school systems all over the world. Boys and girls, and men and women, have been educated to try and think. In every sphere of activity we see development. We find improved machinery in all lines of manufacture and production. We have labor-saving devices and we have transportation facilities that are unequalled in any age of the world. We have new devices for transportation, such as automobiles, automobile trucks, aeroplanes, bicycles, etc. In electric power and electrical devices we are in advance of anything in the history of the world. In telephones, telegraphs and cables, our advances are phenomenal, and all this with the many other new inventions such as gramophones, etc., which can produce the human voice, all these things have been brought about by those who have been educated to think, to diagnose, to investigate and to study.

While the thousands who have been giving their attention to the above commercial improvements have succeeded, another class has been thinking along other lines, but their thinking has produced different results.

What Lack of Commercial Training Reveals

It is said that a little learning is a dangerous thing. In many cases this has proven to be true. Not having had practical experience and an opportunity of giving any study to the great problem of distribution, the rock upon which thousands upon thousands of persons engaged in other walks of life become shipwrecked is where they venture out upon its dangerous surface. These persons who have not had a proper commercial training advocate among other things the following:

1. The abolition of the middleman.
2. Direct purchase and sale between producers and consumers.
3. Municipal trading in coal, wood, milk and other articles of common use.
4. Public retail markets to enter into competition with tax-paying retail merchants who carry vegetables all the year round, whereas consumers cannot buy vegetables in the market when the temperature is below freezing point.
5. Without knowing the unsound, commercial basis upon which so-called "Co-operative Societies" are established, they advocate their adoption.

Wrong Thinking at Root of Trouble

In our opinion, it is wrong thinking of this character that lies at the root of our present troubles and unrest to-day. The remedy for this false thinking lies at the door of the retail merchants themselves. Believing, as we do, that no intelligent system on earth can be devised to abolish the retail merchant, or whereby all means of retail distribution can be operated entirely by the State, and that all men must have the right to develop their own lives as they deem best for themselves, without injury or interference with the rights of others, it is our duty to make our claims known.

Retailers Here to Stay

We wish, therefore, to repeat again that the most difficult problem of all problems for the average student of political economy to understand is that of the distribution of merchandise at retail. It has puzzled wise men before corn was sold in Egypt, and it will puzzle wise men and social economists until the crack of doom. Retail merchants have been on earth for centuries, and they will be here for all time. You can devise no plan that will abolish them because they are an important and essential part of every community. They comprise the active, independent and free men of every municipality. Their chief desire is to be allowed to do their business on a sound, business basis and their chief enemy is municipal and legislative restrictions that are proposed to be placed upon them by those who do not understand the simplest principles of buying and selling.

Few Labor Troubles

As to the labor troubles of retail merchants, they have very few. Most of their clerks are their friends. A young man who enters behind the counter of the average retail merchant's store must take an interest in the business. He must be pleasant and agreeable with the customers of the store. The proprietor knows his habits, knows his Christian name; he calls him Bill or Bob and he interests himself in his work, and encourages him to develop his character. It has often been said, and we have never heard it disputed, that the best business college in the world for a young man to enter is behind the counter of an honest retail merchant.

Influence for Good

A retail merchant who places his name over his door and who is always before the public, has a stake in the community, and his influence is for good and not for evil. Strikes, lock-outs and hold-ups are never heard of in ninety-seven per cent. of the retail stores in Canada, nor will they ever be heard of, because each store has its own plan of paying wages or giving commissions on profits, or giving bonuses or increasing salaries according to the ability of the clerk to earn. No system of paying all clerks the same salary, even in the same class of trade, could ever be adopted, because the clerks themselves would object to it. The principle that exists, and which always will exist, is to pay clerks according to their worth to the firm. This is the only fair system and the only one that will give them an incentive and an ambition to some day become their own masters. In Canada to-day every young man who is ambitious and who is willing to devote his time and thought to the business of his employer in the retail trade can find an opportunity of advancing to the highest position in the store, or becoming a partner, or eventually entering into business for himself. The first thing, however, that must be done, and for this reason, chiefly, we are submitting this article, is to impress upon the public mind that the man behind the counter is performing equally as useful and important work in the community as the man behind the lathe or the man behind the plough.

Occupy Most Important Position

As retail merchants, in the past we have been too docile and too unconscious of our own importance in the community, and we have allowed all sorts of reports to be circulated by those who know nothing about the problem of distribution, being of the opinion that the public would not believe the statements made. In the future we hope to remedy this condition by taking our proper place in the community and insisting upon equal recognition with all other kinds of useful employment. As stated before, we occupy the most important position in the life of every well ordered community. We are here because we are required, and we will be here for all time, and there is no other system of distribution that can supplant us.

For this reason, if for none other, the Dominion Government must recognize that it is essential that no unfair or discriminatory legislation should be passed that will hamper our progress or interfere with our rights as free citizens. At the present time we welcome the opportunity to be able to lay before the special committee of the House of Commons, which has been appointed to investigate the cost of living, all the facts concerning the retail trade that we have in our possession, as we feel that the more we make our condition public the more the public will respect and appreciate us.

IVORY

Some interesting new developments are out in ivory goods. There is promised for the trade a line of quite new and distinctive patterns in time for exhibition at the big "Canadian National" in August.

Samples which have arrived just lately feature some handsome carved effects, and others with a fine colored inset line. The color may be pastel or imitation shell, making quite a dignified "trimming."

The Secret of the Strikes

Most Canadians are asking "What is the cause of the 'Great Unrest' "? Is it the fault of labor—or of capital?—or is it the result of German propaganda? Do you know of the real reason for the labor disturbances in Canada, and elsewhere? Are YOU thoroughly familiar with the ins-and-outs of the plans which threaten a world-wide "tie-up?" This is something that should be understood by every Canadian. And every Canadian should read "The Secret of the Strikes," by Lieut.-Colonel J. B. Maclean in the August issue of MacLean's Magazine. It is brimful of startling and authoritative information regarding this great problem. Read it carefully. It starts on page 33, August MacLean's.

"The Lecturer At Large"

Stephen Leacock is one of the continent's greatest humorists. "The Lecturer at Large" is one of the best humorous sketches that he has written. It is made up of what he terms "a few painful reminiscences of the platform" in the course of his lecturing up and down Canada. Get your family around you and read the sketch aloud—it's a rare treat.

Other Big Features

"A Party in the Making." By J. K. Munro. Illustrated by William Casey. An article on the political situation, giving a great deal of inside information with reference to recent developments at Ottawa.

"Solving the Problem of the Arctic." By Vilhjalmur Stefansson. The fifth instalment of his story of the five years' explorations that he conducted for the Dominion of Canada.

"The Unspoiled Country." By Harold C. Lowrey. A descriptive article of a part of Canada which is little known to Canadians generally, Temagami.

"Petite Simunde." By Arthur Beverley Baxter. Illustrated by E. J. Dinsmore. A charming romance of the war. The author will be remembered favorably for his "Mr. Craighouse of New York, Satirist."

"The Seven Blue Doves." By W. A. Fraser. Illustrated by Charles L. Wrenn. The fifth of the Bulldog Carney series and in some respects the best. It is a mystery story.

"His Majesty's Well-Beloved." By Baroness Orczy. Illustrated by C. F. Peters. The second instalment of this splendid romantic novel of the colorful era of Charles II.

The Month's Vital Question

Turn to page 34, August MACLEAN'S, and you will find timely and interesting information regarding the High Cost of Living—a problem of large proportions.

The Review of Reviews

Here are a few of the articles chosen as the best published during the past month in all magazines:—Britain Winning Supremacy of the Air; Has Japan Two Governments?; Kaiser Employed Famous Beauties; The New Triple Alliance; Mammoth Animals in Alberta.

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Would you like to examine Miller-Made garments?

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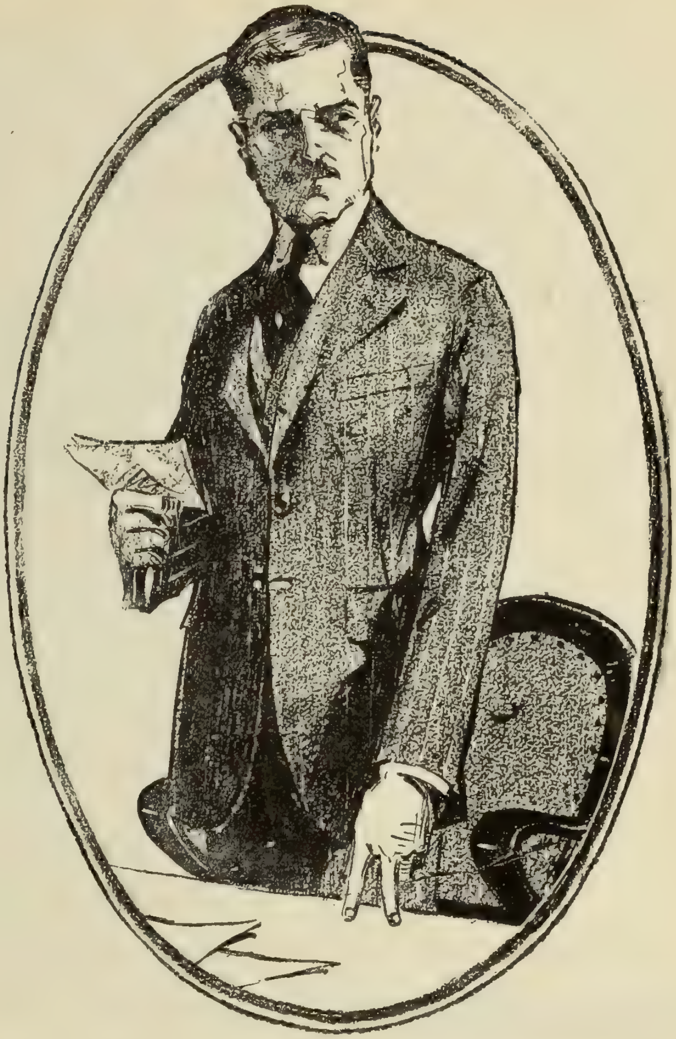

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The Leishman system simplifies the problem of fitting each man according to his individual taste, giving him these little style kinks he appreciates and at a moderate cost. The Leishman Self-measuring Forms guarantee a correct fit every time and every Leishman garment is tailored by talented craftsmen who know the style game from A to Z.

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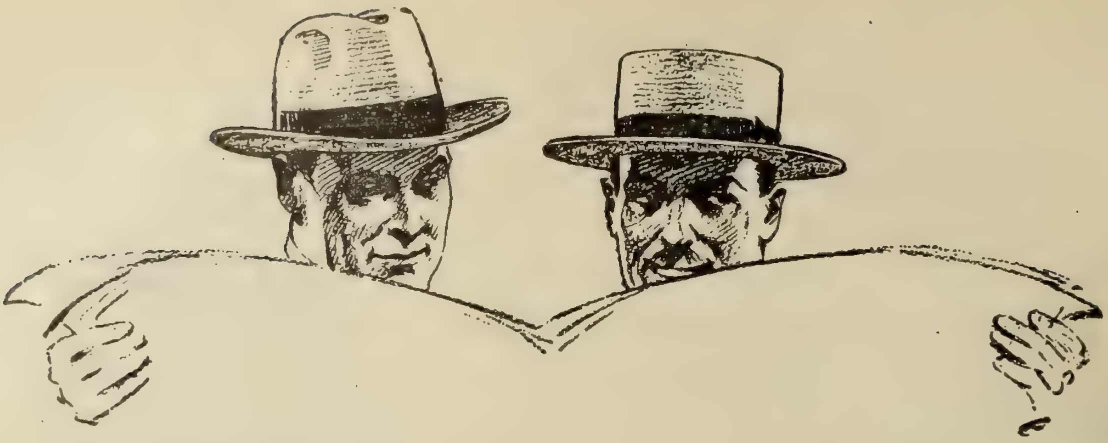

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Our travellers will shortly call upon the trade.

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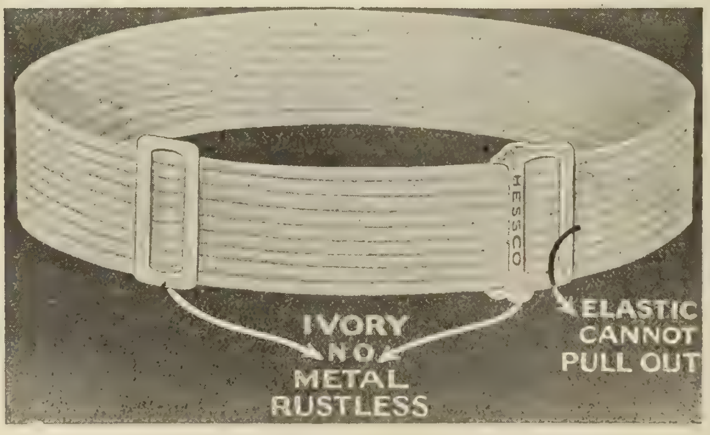

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Extra Wide Body—Extra Long Sleeves—Extra Length.

A Big Shirt in every way. Material, workmanship and finish guaranteed in every detail. Sold through Wholesale Trade.

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Annual Fall Number Men's Wear Review

Published August 25th

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Double amount of editorial articles, well illustrated, new styles for Spring, 1920 delivery reproduced from manufacturers' models, latest patterns and designs, shirts and neckwear, Buyers' Guide containing names of practically all manufacturers allied with clothing and men's furnishing business.

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Advertisers and Subscribers, neither can afford to miss the big Fall Number. Remember the date, AUGUST 25th.

MEN'S WEAR REVIEW

143-153 University Ave. -:- TORONTO

Are You in Jones' Class or Brown's?

IN a particular Canadian town, there were two general merchants who kept, besides others, a line of men's wear. Both were making about the same turnover, both were prospering. Then, something began to happen; Brown's trade began to fall off; his haberdashery sales became fewer and farther between; on the other hand, Jones' store took on a more prosperous appearance, once a week or so one of his show windows displayed an attractive line of haberdashery, men of the place began to go to Jones to see the latest lines. Why? Because Jones kept in touch with the men's wear trade; he knew where to buy to best advantage; he knew the latest styles and sold them; in fact, he knew that particular part of his business thoroughly. How? By reading a trade paper on men's wear, one which was an authority on the subject. In fact, he read

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The markets at home and abroad;

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It taught him—

The rudiments of window dressing;

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are ideally combined in the new Fall range we are now showing of high-class

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TOP COATS
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Because they are so well made and finished, they are the most economical to wear and the most satisfactory to sell.

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If our traveler has not already called, we will gladly send you samples and prices.

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A high grade line in a wide variety and an excellent range of popular fabrics priced with figures that keep them going. See what our men are showing before you send your order elsewhere.

Boys, Youths, and Men's Suits

Snappy well-made models at attractive prices. Every one a profit booster.

EASTERN PANTS MANUFACTURING CO.
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Salesmen for Manitoba, Alberta, Saskatchewan and British Columbia to represent a fine line of men's hosiery. Those calling on furnishing and dry goods trade could use this as a side line.
Address Box 672, London, Ont., giving particulars of territory covered, line represented. All correspondence will be treated with confidence.

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Cash for old stock.
For Stiff Hats, black or colored.
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Say
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in
Men's Wear Review

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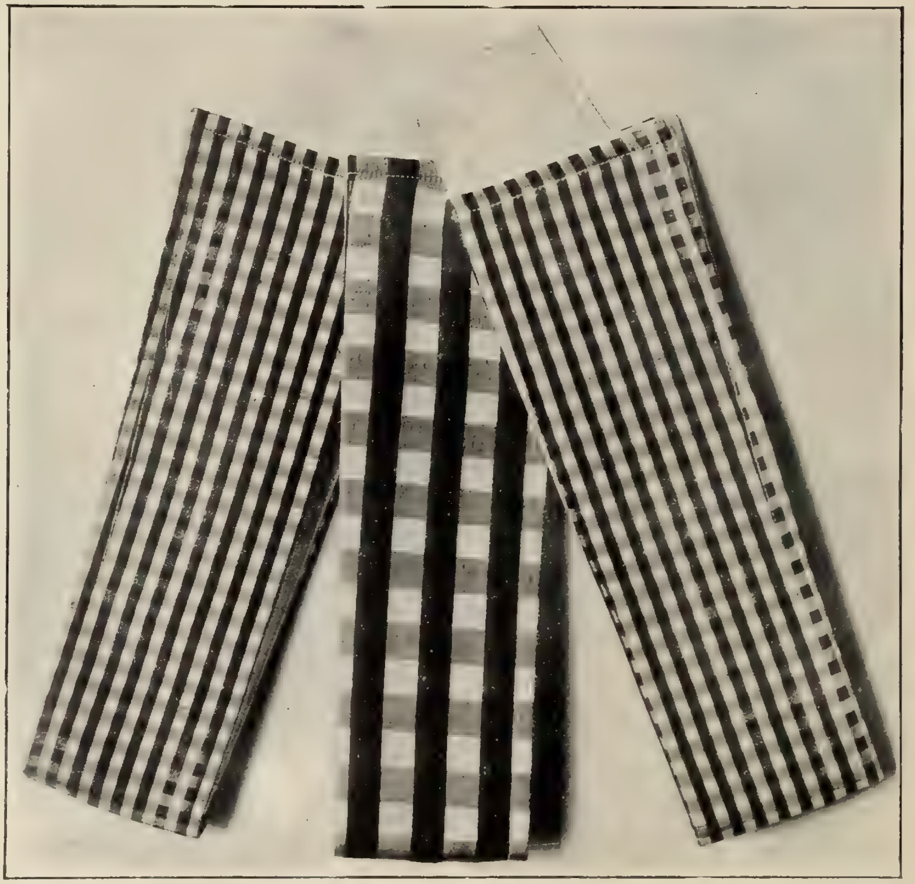

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MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1919 No. 9.

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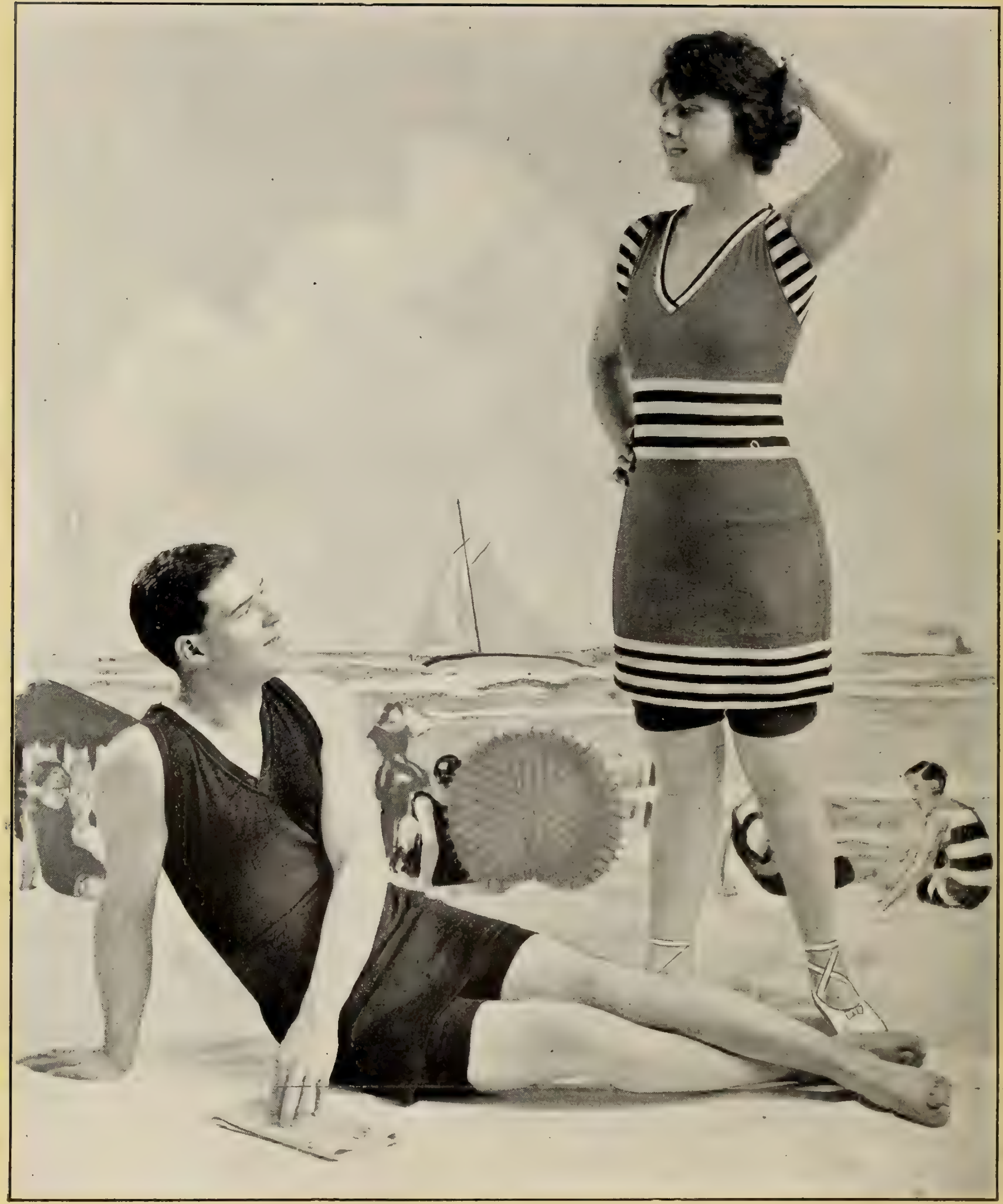
Limited
NIAGARA FALLS ONTARIO

MONARCH-KNIT

BATHING SUITS



Bathing Suits and Jerseys for Men, Women and Children, made in Cottons and Worsteds in a fine range of Color Combinations.

THE MONARCH KNITTING COMPANY, LIMITED

HEAD OFFICE: DUNNVILLE, ONT.

FACTORIES: DUNNVILLE, ST. CATHARINES AND ST. THOMAS, ONT., AND BUFFALO, N.Y.

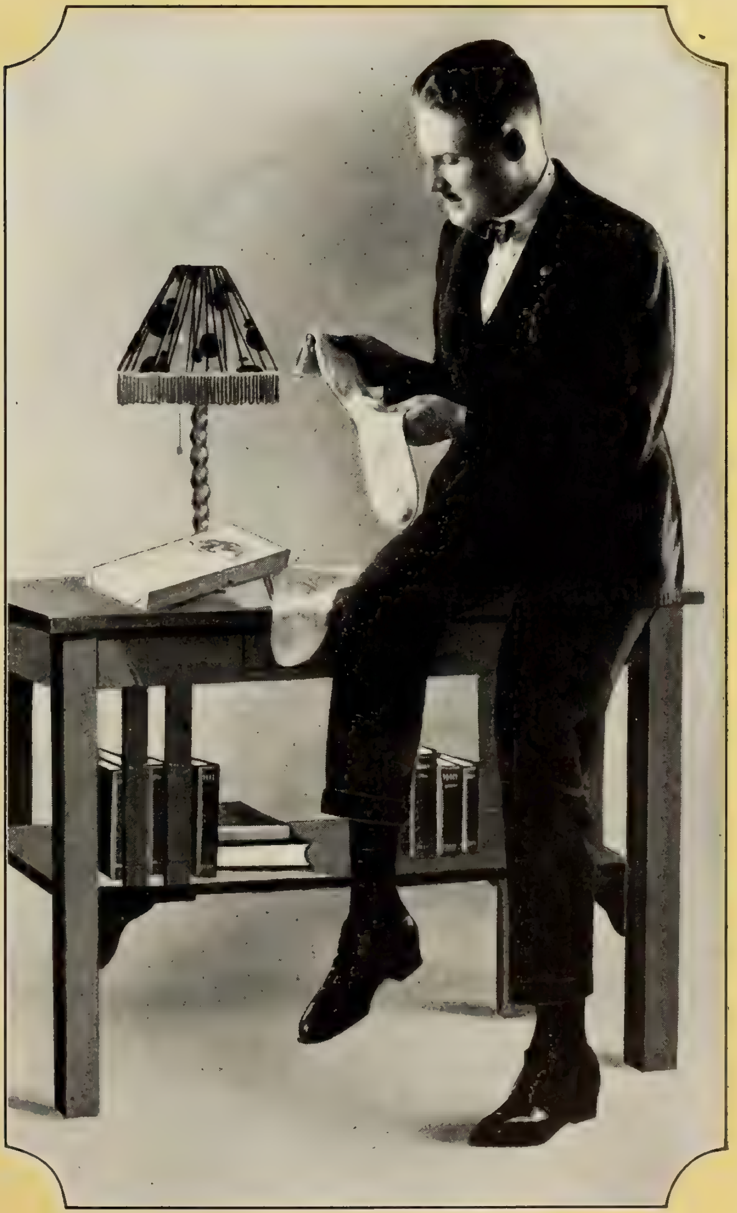
MONARCH-KNIT
HOSIERY

See the New Samples of Monarch-Knit Hosiery For Men

Our showing of hosiery this season is better than ever. The Monarch-Knit line for 1920 has never been equalled in Canada.

Its quality, finish and variety will give both you and your customers complete satisfaction.

We will appreciate your holding your order until you have seen the Monarch-Knit range.



MONARCH KNIT
THE MONARCH KNITTING COMPANY, LIMITED
MADE IN CANADA

THE MONARCH KNITTING COMPANY, LIMITED

Head Office: - DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines and St. Thomas, Ont. and Buffalo, N.Y.

BORSALINO HATS

FOR SPRING 1920

Samples will be shown shortly together with our celebrated

KING HATS

FELTS and STRAWS

EXCLUSIVE

NOVELTIES

New Fancy Braids in Sailors

Quite different from the ordinary Sennit Braid

Both Bleached and Palm Beach Shades

Special Trimmings

Saw edges or Cable edge Finish. You should see these Novelties in

SAILOR SHAPES

Genuine Panamas and Japanese (Toyos), Bangkoks, Leghorns and Balibuntals

Borsalino
Grand Prix-Paris 1900
ANTICA CASA
FONDATA NEL
1857

ESTABLISHED 1857
ALL GENUINE HAVE ABOVE
TRADE MARK ON LEATHERS

Snappy Styles for the Young Men

Workmanship and Finish near perfection

OUR PRICES ARE RIGHT—WAIT AND SEE

ANDERSON — MACBETH
LIMITED
284-286 KING ST. WEST, TORONTO

ACME
TRADE MARK

Acme Glove Works
Limited
MONTREAL

Announce: —the departure of their travellers on fall sorting trips. Many new lines are shown in samples carried.

Prompt deliveries will be made.

The Complete Acme Line

WORKING GLOVES AND MITTS
FINE DRESS GLOVES
KNIT GOODS **MACKINAW CLOTHING**
SHEEP LINED CLOTHING
MOCCASINS **SHIRTS** **OVERALLS**
LARRIGANS

MAIL ORDER SERVICE

In case your stock needs sorting before our salesman calls, write us. Your order will receive the most careful attention.

PERRIN'S
GLOVE

In the Matter of the Names "Perrin" Are A Quality

Every man recognizes the name *Perrin* as a symbol of elegance and money's worth in gloves.

Dealers handling the *Perrin* line never find a lengthy selling talk necessary. The Perrin Trade Mark stamped on the dome of every glove assures the purchaser of right style and right quality.

Share in the advantages of Perrin popularity by featuring Perrin Gloves regularly.

P. K. Company, Limited,

Successors to

Perrin Freres & Cie

SOMMER

Gloves and "Kayser" Guarantee

The best way to meet the present-day demand for good Chamoisette Gloves is to stock and recommend *Kayser Gloves.*

But little recommendation is necessary. *Kayser Gloves* are known to be Durable, Dependable and Dressy. For Fall selling the *Kayser* lines are particularly promising.

Be sure you've got the genuine *Kayser* Gloves. Look for the trade mark shown below. It's a guarantee to both you and your customer.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

Montreal

BUILDING

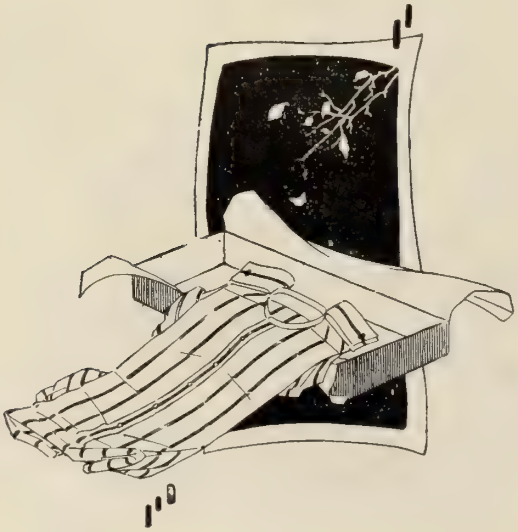
THE *Lang* SHIRT

The Spring Showing Is

**Priced
At A
For Every
Carries**

THE Lang Shirt is a Big Value line. Customers are attracted by the beauty of the patterns and sales are created by the remarkably reasonable prices.

In design, colorings and workmanship Lang Shirts appeal to men who want something out of the common yet not so extreme as to conflict with the principles of good taste.



Though there are many different weaves in the Lang line there is only one standard of quality in all---the highest.

Made in desirable sleeve len gths.

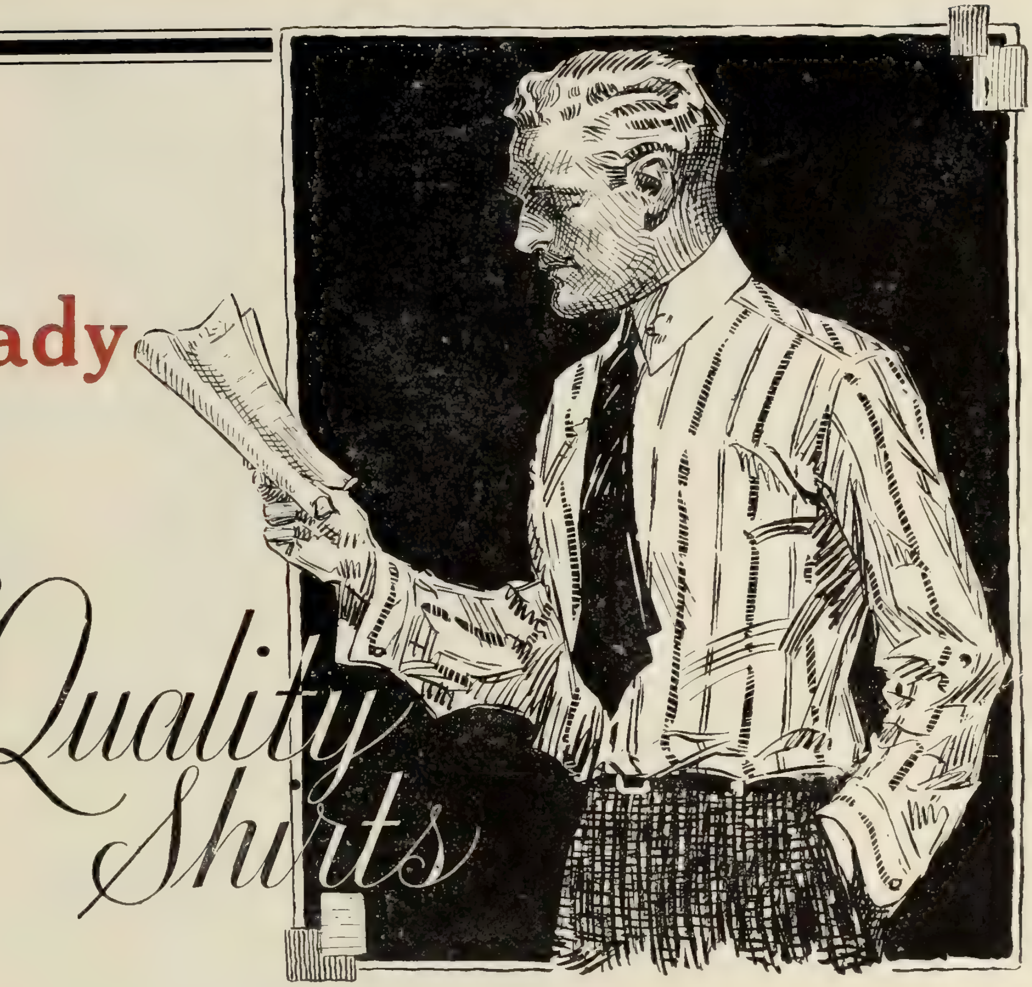
The Lang Shirt

KITCHENER,

1920

Now Ready

To Sell
Good Profit
Dealer Who
Them



Our Spring 1920 offerings are now ready. If you are already familiar with Lang Shirt quality we need only say that the records of the past are more than maintained in this new assortment. If you have yet to become acquainted now is an excellent time to plan on seeing what big things we offer you. And note — we will put your own name on every shirt in your order if you so desire.

That will tangibly identify your store with Lang Shirts —the Big Value Line.

Our stocks are ready. Prompt deliveries assured for spring, but our advice is

ORDER EARLY

Company, Limited

ONTARIO

The Dufferin Shirt
The Best The Market Affords

In All Good Grades And In All Good Shades

A winning combination—exclusive patterns, beautiful colorings, durable fabrics, perfect fit and big money value. You'll find them all, in generous measure, in the Dufferin samples for Spring and Summer 1920. When would you like to look them over?

Send along your order now for Fall sorting—Flannel Shirts, Night Shirts, Pyjamas, Bathrobes, House Coats, Dressing Gowns, etc.

The Dufferin Shirt Co., Limited

914-916 Dufferin St., Toronto

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

"A Little Later" But Better Than Ever!

Owing to the unusual conditions under which we are operating to-day both as to labor and material we have deemed it wiser not to send out our Salesmen with Spring samples until October 1st or thereabouts.

This will enable us to *take better care of Fall shipments,* also to *submit later styles and fabrics* with our Spring samples.

Business to-day, as you are aware, is being done under exceptional conditions, and if it continues much longer without relief, it will certainly be a case of "the survival of the fittest."

Recognizing this fact we have inaugurated *a profit sharing plan for our employees* which will enable us to secure the best possible organization and to keep them working loyally and enthusiastically. All this will redound to the benefit of **College Brand Clothes,** not only to those who make them, but those who sell them, and those who wear them as well.

Live trade always goes to the most up-to-date line — that's a time-honored merchandising principle that many a dealer has cashed in on.

College Brand Clothes is a distinctly live line because they're not only GOOD clothes, but they're SUPERLATIVELY SMART clothes. They sell fast, they look well, and wear well because they're made right.

A POST CARD IS A "SHOW ME" ORDER
VIA A SALESMAN OR SAMPLES.

ONE OF OUR NEW MODELS
THE ARGYLE

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal
(Read Building)

ANNOUNCEMENT
FOR
SPRING
AND
FALL SORTING

DENT'S customers are better off this season than many others. Despite increasingly difficult conditions we have been able to give a remarkably good service in most lines and are making every effort to continue to do so.

Our travellers are now showing samples of the following goods for Immediate Delivery:

Kids, Suedes, Capes, Washables, Mochas, etc., and in Wool and Fur-lined Capes and Mocha Gloves and Mitts; also Fabric and Woolen Gloves.

Anticipate your sorting requirements from our present range—many lines it will be impossible to duplicate.

ALSO FOR SPRING

We are showing a complete range of Silk and Fabric Gloves for men, women and children.

Prompt attention to mail orders.

DENT, ALLCROFT & COMPANY

128 BLEURY STREET, MONTREAL

Peck's

Caps And Shirts For Your Spring 1920 Displays

Men who are more than usually particular will find it an easy matter to select distinctive styles to suit their tastes from the new Spring assortments of Peck's Caps and Shirts.

Caps that are timely in shape and attractive in coloring—Shirts that are "different" without being freakish, made in all the latest fabrics and colorings—don't you want to see an assortment of both before you place your Spring orders?

John W. Peck & Co.
LIMITED

Makers of Men's and Boys'
Clothing, Shirts, Caps, Etc.

MONTREAL WINNIPEG VANCOUVER

Peck's

Clothes for Boys that stand the test

In the making of Peck's juvenile clothing the importance of building for wear is never lost sight of. A successful line of boys' clothing must have great endurance as well as up-to-date styling. Peck's Juvenile "Togs" possess both to a marked degree. The same care and attention devoted to the making of Peck's Men's Clothes are rigidly adhered to in the tailoring of these Boys' lines so that they may maintain the Peck tradition of Style plus quality.

Prove our statements by examining samples.

John W. Peck & Co., Limited

Manufacturers of Men and Boys'
Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Peck's

Durability and Shape Permanency

are pronounced characteristics of Peck's Clothes for Men, and in addition they possess a fabric value that warrants the retailer in putting a profit-making price upon every garment he sells.

Even a superficial, examination will show you that Peck's Men's Clothing possesses style, elegance and money value above the average.

Plan on seeing the Peck samples before you finally decide.

John W. Peck & Co., Limited

Manufacturers of
Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Goodhue's Star Brand Overalls Are Guaranteed

Remind the overall customer of that fact. Star Brand will make good—or we will.

Twenty-five years' experience behind the manufacture of every pair of Star Brand. Made big and roomy — just the kind of working togs every man appreciates.

Send for prices and samples

THE J. B. GOODHUE CO., LTD., Rock Island, Que.

OTTAWA
16 O'Connor Street

MONTREAL
211 Drummond Bldg.

Broadway BRAND

Clothes
for exacting men

SEPTEMBER, 1919 BIG BUSINESS

More than just Cloth, Buttons and Workmanship

Broadway Brand stands for more than "just clothes". For in every Broadway model, whether suit or overcoat, there is included a reputation as well as cloth and buttons—a reputation that spells s-u-c-c-e-s-s for the merchant who sells Broadway.

Up to this standard in every particular are the new Broadway Overcoats now being shown. A postcard will bring our representative with a full assortment. Write it now and ask for particulars of the Broadway Made-to-Measure System—simple and satisfactory.

Randall & Johnston
Limited
TORONTO

KANTKRACK

Trade Mark Registered

A good standard shape
12-18 1-2

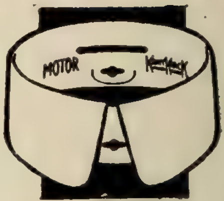
A popular style
13-17

Linen-like collars that need no laundering

Collars that sell on their appearance and with instant cleanable features that save the wearers real money in reduced laundry bills.

KANTKRACK Collars are made in many attractive shapes and in a big range of sizes. Think of the three K K K when next you need a stock of waterproof collars.

The Parsons & Parsons Canadian Company
HAMILTON CANADA



Always saleable
12-18 1-2

A collar that sells
12-18 1-2

The "Carhartt" GLOVES for delivery at once

HEAT
WATER PROOF

**No Outseams
To Rip
Good as the
Carhartt
Overall**

Patented

Reinforced Where the Wear Comes. The Service of Two Pair for the Price of ONE.

We have ready for immediate shipment gauntlets in A1 Muleskin split at $6 and $9; other lines from $10.50 to $35.00 in combination Muleskin and horsehide, and in full horsehide, all of which you can offer to your customers with the same degree of confidence that enables you to recommend unreservedly our Carhartt overalls and allovers.

Carhartt's Gloves are carefully made of sound, first-grade materials and in finish and workmanship are quite in keeping with the high standard of quality maintained in your other lines.

Drop us a card for a sample range of the best sellers and you'll come back for more.

The Hamilton Carhartt Cotton Mills, Limited
Toronto Montreal Winnipeg Vancouver

TRADE MARK REG'D
New Era
CLOTHING
'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

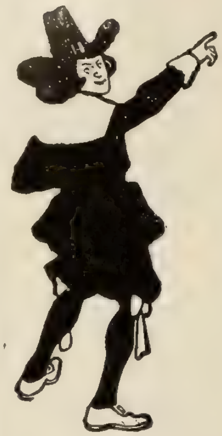
THE FREEDMAN CO.

MONTREAL

wish to announce to their customers and the trade in general that, owing to labour conditions and a desire not to delay the manufacture of Fall orders, their travellers will only leave for their respective territories on October 1st.

This policy has been decided upon by the leading Clothing Manufacturers of this city, and is felt to be in the interest of the trade in general.

We beg to announce



That we are now in our new factory at 172 SIMCOE STREET, TORONTO.
That we are Wholesale Custom Tailors.
That we make nothing but strictly "HIGH GRADE CLOTHING" for MEN, paying special attention to the "YOUNG MEN'S TRADE."
That by saying "HIGH GRADE CLOTHING" we mean "HIGH GRADE CLOTHING," and we invite comparisons.
That we are NOT advertising a BRAND but that we ARE advertising OUR HIGH CLASS TAILORING.
That we are after your "SPECIAL ORDER BUSINESS," and that we KNOW we can "DELIVER THE GOODS."
That we have a special department for "CUT, MAKE AND TRIM" orders that is filling a long-felt want in the Custom Tailoring Trade. (Send us a trial order).
That we have been particularly fortunate in procuring a very select range of materials for FALL AND WINTER.
AND
That we respectfully solicit a share of your business.

Write us for samples and price list.

A. E. Richardson & Company

172 SIMCOE ST., TORONTO

Makers of
High Grade Clothing for Men

Telephone
Adelaide 4182

The Deacon Shirt Co.

announce that their lines of Men's and Boys' SHIRTS for the Spring of 1920 are now being shown by their traveling representatives. Our range includes many desirable numbers in Starched lines as well as Outing and Working Shirts.

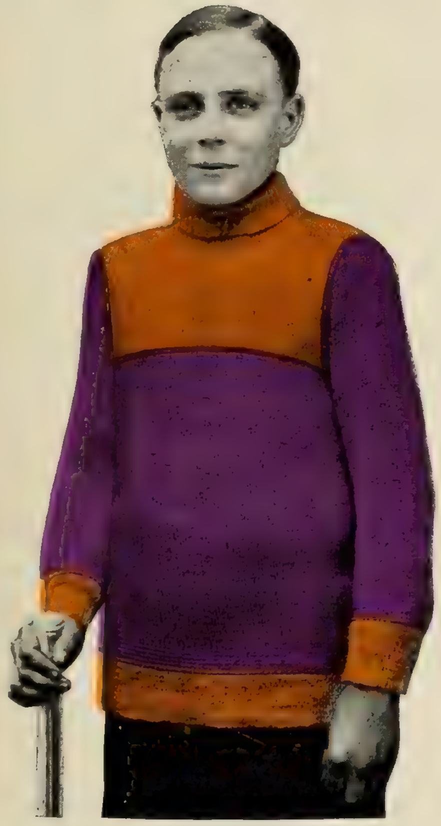
The Deacon Shirt Company

BELLEVILLE, ONT.

C.B.G.

TRADE MARK

SWEATERS



This reproduction in actual colors from a photograph shows one of our many attractive color combinations.

in attractive combinations of colors appeal to men and boys who enjoy outdoor sports.

The quality of material and excellence of workmanship ensure long wear.

They are "best sellers" because they give thorough satisfaction and are distinctive in style and color combinations.

They Sell Best, Because
They Are Best

Caulfeild, Burns & Gibson, Ltd.

60-62 Front Street, W., Toronto

Smart—Stylish and Cleverly Tailored

Art Kraft Clothes

Models—snappy, graceful and quick selling; Fabrics—new, neat and serviceable, are the dominant features of our new season's showing. All tailored in the Art-Kraft high quality of workmanship.

The store where smartest fashions are known to reign is the store that gets the trade of the fastidious dresser.

An Art-Kraft stock will equip you to meet the demands of the best dressed men in town. It will enable you to get a good big share of the returned men's trade.

An inspection will convince you.

Walter Blue & Co., Limited

Owning and Operating Coaticook Woollen Mills, Coaticook, Que.

SHERBROOKE, QUE. MONTREAL, QUE. WINNIPEG, MAN.

Style—of course
but
Service also

To-day Service is hardly less important than Style as the essential, desirable feature in Clothes—particularly Boys' Clothes.

Wearbetter

CLOTHES FOR BOYS

have long been distinguished for their splendid wearing qualities as well as for the timely styles that captivate the youngsters and please the parents equally well.

In the interest of your own business we suggest an early examination of the "Wearbetter" offerings.

Walter Blue & Co., Ltd.
Makers
SHERBROOKE, QUE.
MONTREAL, QUE. ∴ WINNIPEG, MAN.
Owning and Operating Coaticook Woollen Mills,
Coaticook, Que.

Star BRAND

Shirts for Spring

comprise an exceedingly interesting range of materials imported and domestic.

Real Scotch Madras cloths from celebrated and well-known makers such as Wm. Anderson & Co., Glasgow, Scotland. Piece-bleached woven shirtings of Horrockses' and other well-known manufacturers. Also a wide and varied range of novelties from the best American mills.

Magnificent range of Silk Shirtings in all designs as well as plain colors in the latest pastel shades.

This complete range will be submitted to the trade about September 15th. As there is bound to be a great shortage and higher prices, we advise all customers to anticipate their wants early.

SILK NECKWEAR

For Fall and Christmas Trade

Famous Delpark Neckwear Productions

$12.00 to $30.00

Star Brand Neckwear

$7.50 to $12.00

VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : : : 153 NOTRE DAME STREET WEST

MONTREAL

FACTORIES: HAMILTON, ONT.

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

ADMIRAL

NATURAL WOOL Underwear

A big seller---and gaining in popularity every year.

The genuine attractive natural wool color, texture and serviceability.

Made in two-piece garments. Also in perfect form-fitting combinations.

"*Admiral*" and "*Commodore*" brands for Men and Boys.

"*Primrose*" and "*Priscilla*" brands for Women and Girls.

Selling Agent to the Wholesale Trade

C. O. Paton

23 Foy Bldg. Toronto

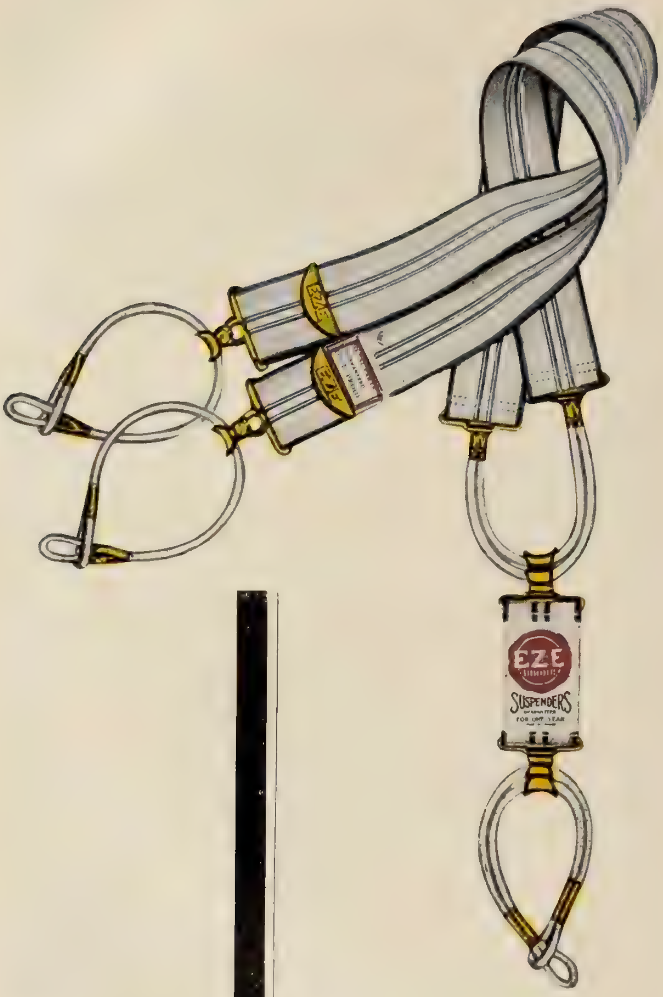
ADMIRAL
THE BRAND
GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose
QUALITY UNDERWEAR

COMMODORE
FINE WOOL
UNSHRINKABLE

PRISCILLA
FINE WOOL
UNSHRINKABLE

Still at the Old Price!



"EZE"

(Pronounced Easy)

SUSPENDERS

are still selling at the old popular price, in spite of recent sharp advances in materials and skilled labor.

Same Guaranteed Quality As Before

Heavy 1⅜" twill web
Narrow 1⅛" lisle web
Wide 1⅜" lisle web

Solid Brass Rust-Proof Metals

In stock for immediate delivery.

Mail Orders Given Prompt Attention

BUY NOW!

Another advance in materials or labor may force us to raise the present low price.

Packed in this well-known yellow display box.

Made in Canada by
The King Suspender and Neckwear Coy.
TORONTO, - CANADA

S R & Co

"Fit Well" WATERPROOF

BEST BRITISH MAKE

"Fit-Well" Waterproofs

Give Security *plus* Appearance

It's one thing to be protected against the downpour. "Fit-Well" Waterproofs protect the wearer, but there is another point about them—they look dressy. They are designed and cut with an eye to style correctness; just the kind of good-looking rain-resisters that the well-dressed man appreciates.

And the waterproof qualities of "Fit-Well" coats are guaranteed. Would you like to see samples?

S. RUBIN & CO.

Manufacturers of
the Fit-Well Waterproofs

437 St. Paul Street West
MONTREAL

BENTRO
THE WEAR IS THERE
KNIT

BENTRO-KNIT
SWEATERS

Boys' Jerseys
Scarfs, Toques, Caps,
Mitts, Gloves,
Etc.

Always give one hundred per cent. satisfaction. The quality, workmanship and value are superior.

Feature Bentro-Knit lines in your Fall and Christmas selling.

Let us know your sorting requirements in good time.

See this BENTRO-KNIT Boys' Jersey

Of very finest worsted in regular and unusual color combinations.

Model No. 900, made in plain colors and combinations of Navy, Oxford, Silver, Dark Brown, Light Brown, Maroon, White, Black, Paddy, Orange, Cardinal, Copenhagen, Royal Blue and Straw. Real novelty effects that will please the boys. Model 905, same, without domes on shoulder.

Write for Samples

THE WILLIAMS-TROW
KNITTING CO., LIMITED
STRATFORD - CANADA

Representatives:

J. M. ROBERTSON & CO.,
Toronto.

J. B. TROW & CO.,
Montreal

O'BRIEN ALLEN & CO.,
Winnipeg.

A. M. MOUAT,
Calgary.

A. J. SNELL, Vancouver.

Imperial Clothes

Correct Styles
Good Tailoring

Designs based on what the majority of men and young men look for in buying clothes.

Imperial Clothes (suits or overcoats) insure your customers the utmost in value.

This year more than ever before you should place your orders early.

Write us when you would like our representative to call.

IMPERIAL CLOTHING M'F'G CO.

TORONTO

Leishman Clothes For Spring

will strengthen the reputation of your store

because the three fundamentals of good merchandising —Quality, Workmanship, Value—are splendidly apparent in every Leishman model.

There are snappy, up-to-the-second styles for men who insist upon the newest things in the world of men's fashions as well as the more subdued and conservative models for older men.

It will be to your advantage to see and compare Leishman offerings before finally deciding on your Spring, 1920, stocks.

Wm. H. Leishman & Co., Ltd.

Wholesale Custom Tailors

68 Temperance St. - - - Toronto

Makers of the best Tailored Garments for Men.

For The Man Who Wears Tailor-Made Clothes

Always in every community there are men who prefer to wear clothes that are specially tailored to meet their individual tastes. They are willing to pay the difference, provided they can procure just what they want.

Leishman Special Measure System makes it easy to give every "tailored-to-measure" man the sort of style and fit he most requires. The Leishman self-measuring forms are simplicity itself and Leishman made-to-measure garments are tailored with exceeding care by expert clothing craftsmen.

Look into this Leishman offering. A card will bring you all particulars.

Wm. H. Leishman & Co., Ltd.

Wholesale Custom Tailors

68 Temperance St. - - - Toronto

Makers of the best Tailored Garments for Men.

CANADA'S GREATEST MACKINAW HOUSE

These "G.H.G." Mackinaws

are made from the finest Canadian Fleeced Wool

They look good, do they not? And they **ARE** good—fashioned along pleasing lines and with a quality that precludes possibility of unsatisfactory wear.

There's a big variety of checks and colorings—a mackinaw for every man in town.

No. 612

Mackinaw Wool Blazers. Made from pure Canadian Wool Mackinaw in fancy stripes and checks. They are soft and pliable, with lots of room, and are in great favor with lumbermen.

No. 610

Boys' "Country" Brand Mackinaw Coat. Single breasted, shawl collar, two pockets with flaps, belt and smart cuff. A stylish coat made from our "Naidanac" Mackinaw in small exclusive checked patterns.

No. 604

Naidanac Mackinaw Street Suit

A most popular suit for town and city wear—very comfortable for motoring. Used exclusively by smart dressers at sporting events. Merchants will find this a "best seller."

Get the illustrated price list that describes the "G.H.G." line in detail. A copy is here all ready to mail you.

Send for it now and figure the advantages of selling "G.H.G." Mackinaws during the winter months.

Grant-Holden-Graham

Limited

Ottawa, Canada

DU PONT CANADIAN INDUSTRIES

Let Us Help You "Collar the Collar Trade"

We are not content to simply make Arlington Collars and ship them to you—we want to do our part in selling them again to your customers.

So the good points of Arlington Collars are brought before the public—your customers—in every part of Canada by extensive, persistent advertising in the newspapers and journals.

To remind your customers that you sell Arlington Collars we have store cards in colors and illustrating various shapes and styles of Arlington Collars. Let us send you a supply for your store.

Is your store equipped with an Arlington Collar Stand? It's a handsome store fixture and it displays and sells the goods for you. Would you like one for your store? Write us for it.

Arlington Collars in all their up-to-date shapes and styles were never so popular as now.

Keep your stock up. Let us help you "collar the collar trade." It's profitable business.

The Arlington Co. of Canada
LIMITED

Sales Offices:
63 Bay Street ∴ **TORONTO**

DU PONT

Panama and Straw Hats

LOOKING FORWARD

To the greatest season in the recollection of this establishment, we are rapidly assembling our new lines on a very extensive scale for our 1920 season. Our hats have an enviable reputation and do not fail to interest progressive merchants. Our travellers will be on the road early, but a card from you will enhance our interest.

V. L. CUNNINGHAM & CO.

73-81 Adelaide Street West, Toronto, Canada

"The Home of the Panama Hat"

For The Out-door Winter Worker

"A.R.C." Brand

Leather Working Gloves, Mitts and Gauntlets

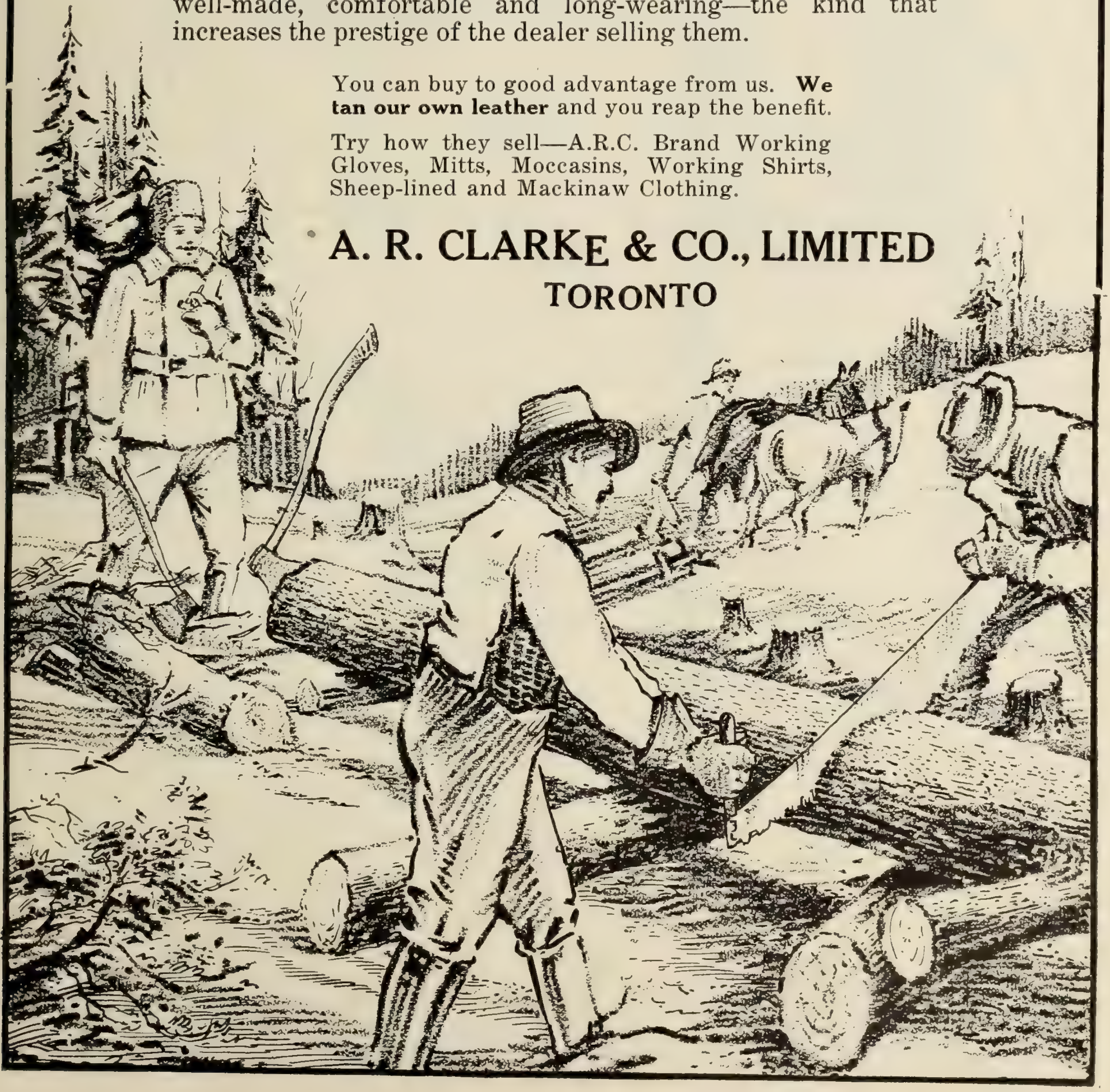
Every live merchant should be in a position to meet the working men's demand for good, serviceable working gloves.

In "A.R.C." Leather Working Gloves, Gauntlets and Mitts you give your customers value above the ordinary. For these are well-made, comfortable and long-wearing—the kind that increases the prestige of the dealer selling them.

You can buy to good advantage from us. **We tan our own leather** and you reap the benefit.

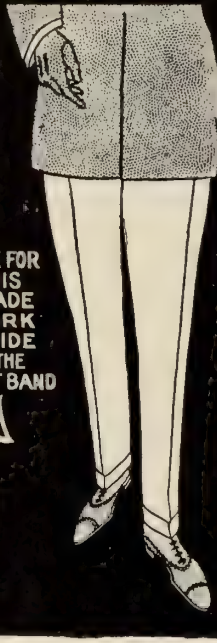
Try how they sell—A.R.C. Brand Working Gloves, Mitts, Moccasins, Working Shirts, Sheep-lined and Mackinaw Clothing.

A. R. CLARKE & CO., LIMITED
TORONTO



AN EXTRA PAIR OF TROUSERS

Will Double The Life of Your Suit



LOOK FOR THIS TRADE MARK INSIDE OF THE WAIST BAND

Ask your Dealer to show you his line of

EVERYMAN'S TROUSERS

Notice the attractive style, perfect fit and high quality of materials.
You can find a pair that will go nicely with your suit at all "Everyman's Dealers"

UNION MADE

"Everyman's" TRADE MARK MFD BY DAVIS BROS

"Everyman's" Trousers are union made by skilled operators. There's a look about them that prompts ready sales and makes satisfied customers.

Also a good margin of profit for the dealer. Write us for prices and patterns.

DAVIS BROS.
HAMILTON, CANADA

The Dale Wax Figure Co., Ltd.

MOVES TO

Larger Premises

Visit our new show rooms at **86 York Street** (opposite Prince George Hotel). A very convenient locality for you. With double our former floor space, brighter show rooms and increased facilities, we will be in a position to look after your requirements in

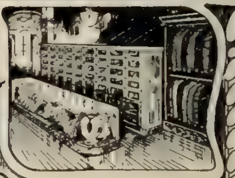
DISPLAY FORMS AND FIXTURES

(Made by Canadians)

Better Than Ever Before

A cordial invitation is extended to every merchant to visit the most up-to-date plant of its kind in Canada.

Dale Wax Figure Co., Limited
TORONTO
Montreal: 150 Bleury St.
Vancouver: E. R. Bollert & Son
501 Mercantile Bldg.



The New Way System

OF UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

CLOTHING,
DRY GOODS,
GENTS' FURNISHING,
DEPARTMENT STORES.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch:	Head Office	Western Branch
71 Bleury Street	29-31 Adelaide St West.	437 Main Street
Montreal P.Q.	Toronto, Ont.	Winnipeg Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

Every Feature is a Selling Point

Better fabric, better designing, better workmanship characterize Kitchen's "Railroad Signal" Overalls. They possess that magnetic quality which draws repeat business and makes a host of satisfied customers. There are superior features at every point in

KITCHEN'S
"Railroad Signal"
OVERALLS

They are of highest grade material and are built to permit freedom of action. The high bib protects the undergarment and there are plenty of roomy pockets. These overalls are of such extraordinary strength that they resist wear and tear, while the stitching is double or triple wherever the pull comes.

RAILROAD SIGNAL

Union Made

Dealers, get after this live line. Write us for dealers' helps.

The Kitchen Overall and Shirt Company, Limited

Brantford Ontario

Also Makers of the famous "Railroad Signal" Open Front Work Shirt

JEWELRY

that adds the necessary touch of smartness

Jewelry is a very necessary detail of correctness in the matter of full dress.

The logical place for your customers to buy such essentials is in YOUR store. They WILL buy from you if you are handling the right stocks.

We offer you a very complete and very smart assortment of men's jewlery. Being sole selling agents for several leading men's jewelry manufacturers our stocks are always replete with the things that catch the eye and open the pocket-book.

We suggest early ordering. Always advisable it is almost imperative just now because saleable goods are scarce in these particular lines–more scarce than at any time during the war.

We manufacture our men's garters and armbands in silk and mercerized cotton in a variety of styles.

THE JEWELRY HOUSE THAT

C. H. Westwood

TORONTO

KUM-A-PART
UFF BUTTON

sells well the year round

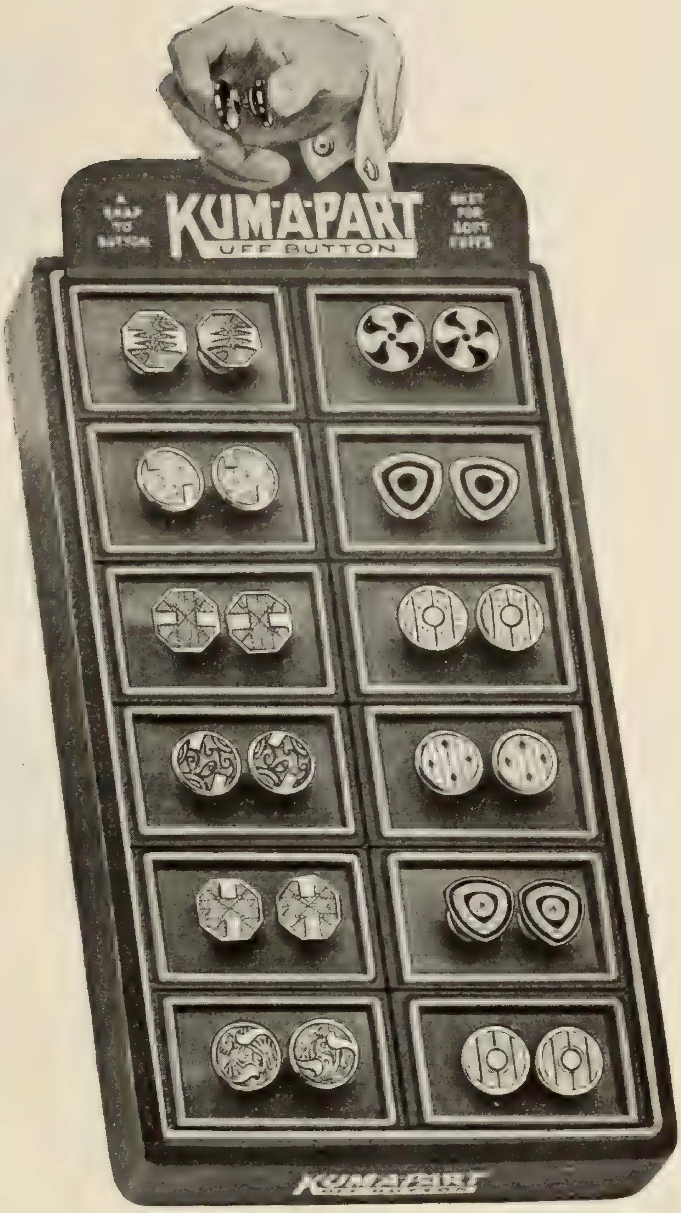
Time was when the soft cuff was synonymous with Summer and Outing days. But the comfort and convenience of the soft cuff has carried its popularity beyond any one particular season—it is now regarded, and rightly so, as the sensible cuff for practically every occasion.

The need of a simple yet reliable fastener for the soft cuffed shirt made the Kum-A-Part Cuff Button essential.

The Kum-A-Part is the soft cuff's own button: stays in place whether the cuff is open or closed; snaps together and apart instantly.

See the assortment pictured at the side. And note the quotations. A good rent-paying profit for you on every pair you sell.

Our illustrated price list offers you many such. We'll mail you one on request. Just ask us on a post-card —to-day.



DISPLAY ASSORTMENT No. 01156 containing 12 pairs Kum-A-Part enamel kuff buttons in individual cases as illustrated.

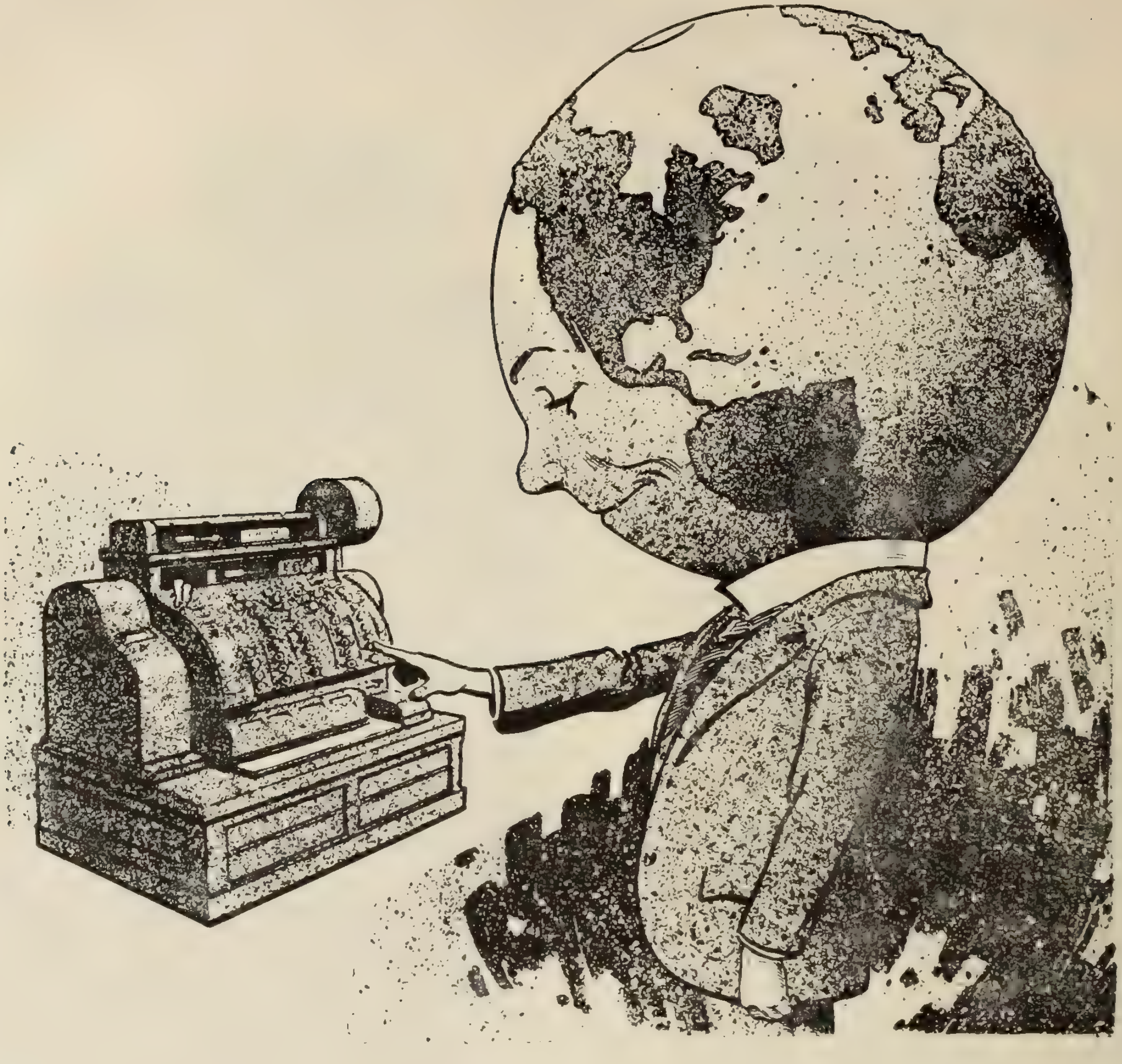
An assortment of varied patterns, contrasting colors, and shapes—enamel centers and backgrounds with platinoid overlaid designs and border.

COSTS YOU $18.00 COMPLETE
Retail for $2.50 per pair

SUPPLIES THE MEN'S WEAR STORES

Mfg. Company

CANADA



The world's bookkeeper

MODERN National Cash Registers are recognized throughout the world as labor-saving machines.

They are used wherever money is handled and accounts kept—in every line of business, in all parts of the world.

National Cash Registers are the result of 35 years of study and invention.

To make them requires 7,100 people, 21 buildings, 40 acres of floor space, and 2,475 patents covering 35,000 claims.

Considering workmanship, materials, and what it does, the National Cash Register is the lowest priced piece of machinery in the world.

The National Cash Register Company of Canada, Limited

Factory: Toronto, Ontario

BRANCH OFFICES:

Calgary	714 Second Street, W.
Edmonton	5 McLeod Bldg.
Halifax	63 Granville Street
Hamilton	14 Main Street, E.
London	350 Dundas Street
Montreal	122 St. Catherine Street, W.
Ottawa	306 Bank Street
Quebec	133 St. Paul Street
Regina	1820 Cornwall Street
Saskatoon	265 Third Avenue, S.
St. John	50 St. Germain Street
Toronto	40 Adelaide Street
Vancouver	524 Pender Street, W.
Winnipeg	213 McDermot Avenue

Reliable Always Are the "Miller-Made" Offerings

Reliable in the matter of style and in the durability of the fabric, as well as essentially sound where the tailoring is concerned.

Take Miller-Made Summer Weight Clothing for Instance

The success that has marked their introduction in hundreds of retail stores is an accurate indication of their intrinsic worth. Then there are Miller-made White Duck Coats and Dusters, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, etc.

The Miller man will be in your district soon and will show you the complete line if you just ask us to-day.

The Miller Manufacturing Co., Ltd.

Manufacturers of Miller-Made Clothing

44 YORK STREET TORONTO

"Peppy" Styles in Juvenile Togs

Snap and vigor in every line of them because they are designed and tailored by craftsmen who make a specialty of fashionable clothes for young folks.

A sure way to appreciate the selling possibilities of these clothes is to examine the samples now being shown by our travelling representatives. We invite comparison.

One of our men can call any time you say.

York Clothing Co,. 35 Church St., Toronto

Men's Suits with style in every line

TAILOR CRAFT
TRADE MARK

Good, sound, long-wearing fabrics, cut in nifty, up-to-the-second styles and priced at the smallest possible figure.

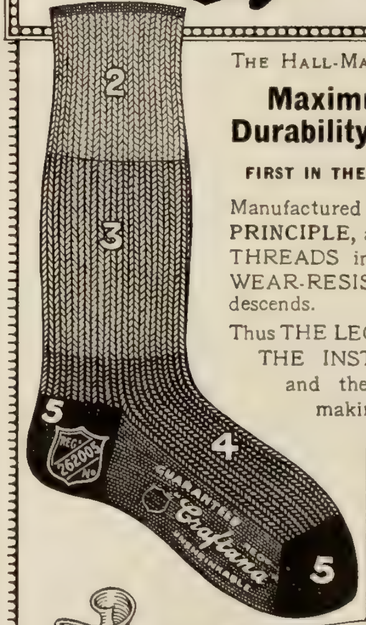
We also offer a splendid assortment of SCHOOL SUITS — just the right stock for Fall selling. Models for High School boys, etc.

Dominion Clothing Co.

157 St. Paul St. West - Montreal

"Craftana"

Registered No 262 005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If Value and Style Are The Determining Factors In Your Buying, Try Racine's

By a carefully developed system of specialization in general and fancy furnishings for men we are in a position to offer the trade unusual values in

"RACINE" Working Shirts.
"HERO" Fine Shirts.
"STRAND" (Chemise de Luxe) Shirts.
"LIFESAVER" Overalls.
"SAMSON" Pants.
"RECORD" Sox.

These lines are manufactured in our clean, airy, well equipped factories, and every line in every lot is made up to "Racine" standard.

We will be glad to have you look over a sample assortment and will prepay carriage to you. Then you can decide for yourself whether Racine Values are worth featuring.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-96 ST. PAUL ST. W. MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.

Sample Rooms: Ottawa, 111 Sparks St.; Quebec, Merger Bldg.; Three Rivers, Sherbrooke; Sydney, N.S. 269 Charlotte St.; Toronto, 123 Bay St.; Haileybury, Matabanick Hotel.

A New Line
OF
Young Men's Clothing

with which we are entering the field.

Stylish
Attractive Fabrics
Well-Made
Popular Priced

the kind the returning soldier will appreciate.

Be sure and see our range before placing orders.

Bannockburn Clothing Company, Limited
Also Manufacturers Manchester Waterproofs
319 St. James Street - MONTREAL

Raincoats For Men

that you can sell with success

You can sell them because they are genuine "rain shedders" — made to keep the wearer dry and they do.

Coats that take the wet out of the heaviest downpour, coats that look well and wear good —that's the kind of waterproofs we offer you here.

Our men are now out with samples. See them.

HDC BRAND
TRADE MARK

Hoffman Ducoffe & Co.
314 NOTRE DAME ST., W., MONTREAL

PREPARE
For a Rainy Day!

"Storm Resista" WATERPROOFS

The kind that you have always bought.
See "Storm Resista" Coats before ordering again.
Samples for Spring and Fall sorting now in the hands of our Salesmen.

H. E. DAVIS & CO.
117-119-121 St. Henry St. Montreal

STARTING FOR HIMSELF

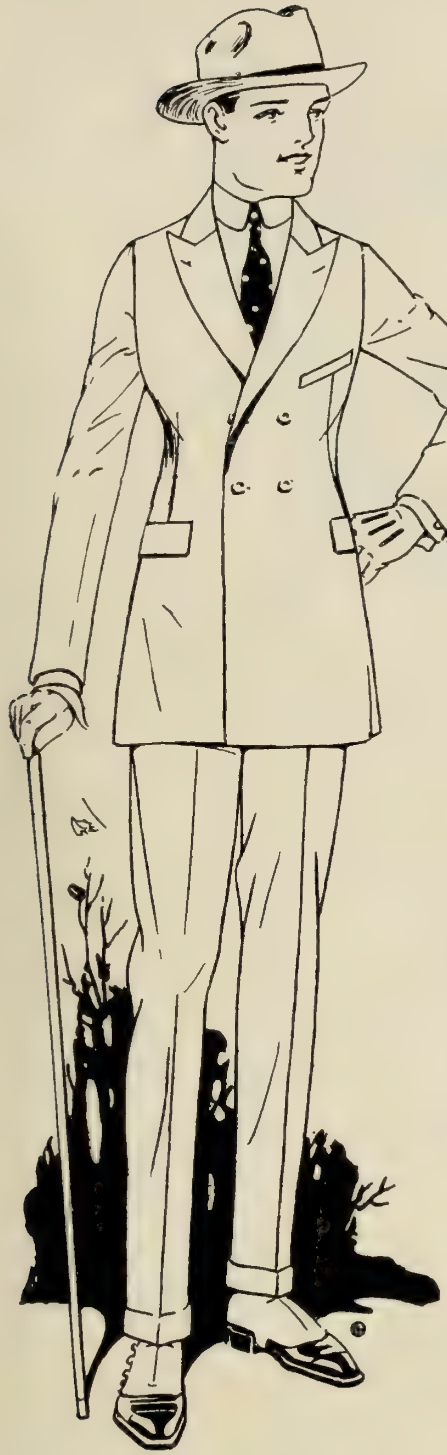
After several years' experience with leading manufacturers of Raincoats in Montreal, I have decided to start for myself under the name of **I. COHEN & CO.**

I will, therefore, call on my old friends shortly with a full line of **Raincoats and Gabardines**

It will always be my effort as hitherto to give the best value and best service to whatever business you may entrust to the firm.

I take this opportunity of thanking all my friends for past favors, and it will be to your advantage to see my line before placing your Spring orders.

I. COHEN & CO.
207 St. James Street - Montreal



Correct Styles

For Spring 1920

Even after one of the most unusual seasons we are able to give money value —value that can be figured in dollars and cents. Our Spring lines will be fashioned of hardy and attractive fabrics that will demonstrate our ability to produce smart clothing for Men and Boys that mean sure sales to the dealer.

Our salesmen will go to the trade about Oct. 1st. Wait for them, it will be to your advantage.

Every model a creation worked out through clever designing and expert tailoring under the supervision of Mr. Beekel, and backed by sound fabrics that give the wearer long serviceable wear.

For your Boys' Department we offer Elk Brand Clothes for Boys

Stylish and up-to-date in every essential. We carry a complete stock. Exclusive models designed by Mr. Jonap. See them and appreciate something different in Boys' Suits.

J. Elkin & Co., Limited

Makers of Elk Brand Clothes
29-31 VITRE ST. WEST MONTREAL

OVERCOATS

ON
FOUR WEEKS DELIVERY

We have in stock:

MELTONS
BEAVERS
FRIEZES

in Black
Gray
Oxford
Cambridge
Brown

and all wool fancy Overcoatings.

To make about 8,000 Overcoats.

Delivery four weeks from receipt of order. Orders executed in rotation as received, but not more than 50 Coats per week to each customer.

H. Vineberg & Company, Limited
Corner St. Lawrence Boulevard and Duluth Ave.
MONTREAL

SPRING 1920

N.B. Our travellers will be on their respective routes this season a little later than usual, but it will be to your interest to wait for them.

OUTDOOR WORKERS

insist on serviceable, comfortable and durable underwear—that's why they take so kindly to Atlantics.

Conscientiously made of stout, honest wool, Atlantic Underwear is best calculated to meet the demands of out-of-door men.

If Atlantic Underwear serves your customers with greater comfort and better service, isn't it reasonable to suppose that it will serve you with greater sales and larger profits?

ATLANTIC

Your jobber has them.

Atlantic Underwear, Ltd.

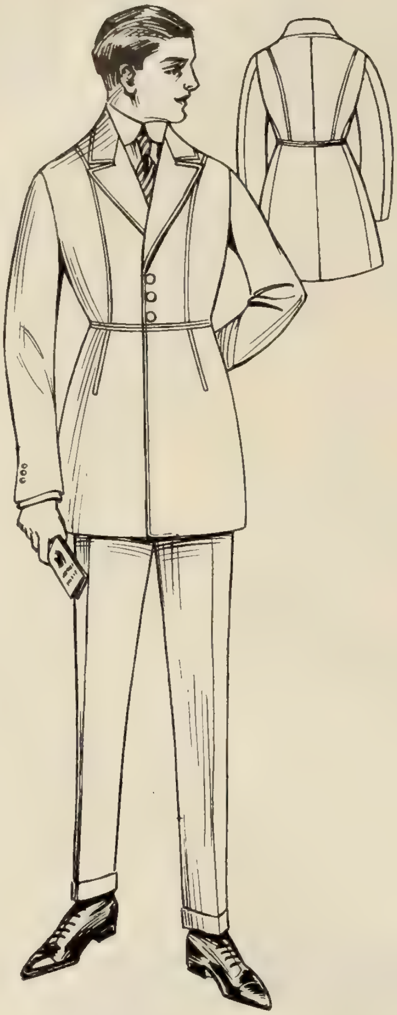
MONCTON, N.B.

E. H. Walsh & Company
MONTREAL AND TORONTO
Selling agents for Quebec, Ontario, and Western Provinces

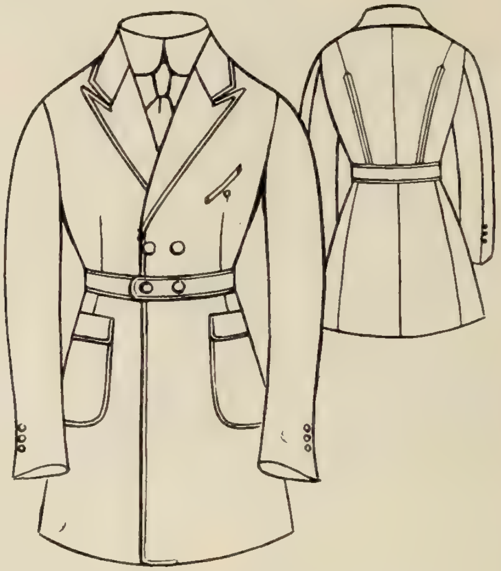
Leaders for Spring 1920

We have every reason to believe that our ability to produce the *"latest" First* is again vindicated.

Three of our new Spring Styles are here illustrated, and are easily distinguished for the style and clear cut lines.



"PRINCELY"



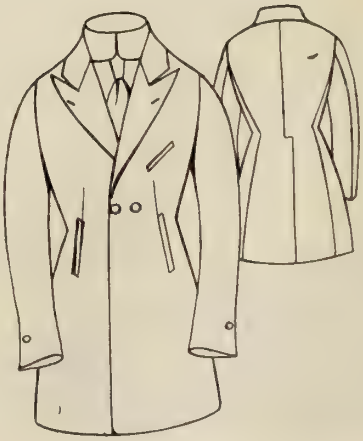
"PRESTON"

From the selection of fabrics to the finished product the utmost care is taken to insure 100% value.

After **October 1st** our representatives will be calling on the trade. Wait to see them before you decide.

Kaplan, Samuelsohn & Co.

Montreal



"ENSIGN"

Tooke

ANNOUNCEMENT

Supply and Demand

If you have found it impossible to secure prompt delivery of "Tooke Shirts and Collars" please remember that we share your disappointment and keenly regret our inability to have served you.

Our plants are now working at capacity with a very large production schedule, but despite our best efforts, it is impossible to keep step with the public demand. The increased shirt and collar wearing population has caused an unprecedented inquiry for Tooke products, and we must ask our friends to bear with us for the time being. We are increasing our production facilities and daily getting into better shape to handle your requests, and a very short time should see us in a position to handle your increased business promptly.

Tooke Bros., Limited

Montreal Toronto Winnipeg Vancouver

HIS MAJESTY GEORGE V.

As Popular as His Majesty

MONARCH HATS

Styles for 1920 in Felts and Straws

Now being shown by our travellers.

* * *

The name Monarch has been made famous through the quality of the hats of which it is the trade-mark.

Sold by

1852 - THE PIONEER HOUSE of CANADA - 1920

L. Gnaedinger Son & Co.

St. Peter Street, Montreal

TRADE Hanson MARK

IT APPEARS ON ALL OUR SOCKS

COLD FEET?

Give him Hanson's. We specialize in the making of all wool socks for general wear.

Comfort and service have made them favorites everywhere. Why risk your reputation—we guarantee them.

If for any reason you have not ordered through our representative, send order direct to the mill. It will have our personal attention.

GEORGE E. HANSON
HULL, P.Q.

Special Values

Direct from Mill To The Trade Through Selling Agents

Stocks Carried in Montreal

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.
SELKIRK, SCOTLAND

ALSO

Grey and Fancy Worsteds
Blue and Black Serges

INQUIRIES SOLICITED

C. E. ROBINSON & Co.
IMPORTERS AND COMMISSION MERCHANTS
10 VICTORIA STREET MONTREAL

TRUE-FIT
BRAND
WATERPROOF.
TRADE MARK REGISTERED
TRUE
SW
FIT
SW&Co
GUARANTEED TO STAND ALL CLIMATES

There's Satisfaction in Selling

TRUE-FIT
BRAND
WATERPROOF COATS

Because True-Fit Waterproofs are all that the name suggests — neat looking, correct fitting rain resisters—that make fine weather for the wearers in the heaviest downpour. True-Fit Waterproofs can be guaranteed. They are made to stand the test.

See samples in the hands of our travellers. Then place your order.

Samuel Wener and Co.
Limited
SOMMER BLDG. MONTREAL

We are sole agents for Canada for the
AQUATITE BRAND Gentlemen's
Yarnproof Coats

A Later Showing this Season

In common with other Montreal Clothing manufacturers our Spring Range of

CROWN PANTS

will be in the hands of our Salesmen later than usual this year.

This has been inevitable owing to difficulties in the labor and material markets.

About September 15th, however, our travellers will call on you as usual, with a full range that will be *well worth waiting for.*

We have been fortunate in securing a large line of fancy fabrics which cannot fail to please.

The kind "Nobby Shops" enjoy carrying and "Well-dressed Men" enjoy wearing.

Price, workmanship, merchandise and patterns are our assets which tend to create the enormous demand which we have been having on our 1919 line.

Remember we are manufacturing under difficult conditions and though we are doing our utmost to supply customers' demands, *early orders must receive first attention.* Therefore, let us know your wants early.

CROWN PANTS COMPANY

322 Notre Dame Street West
MONTREAL

Exceptional Showing

of

DUKTEX COATS

You will find the showing of Duktex Rainproof Top Coats and Specialty Coats for the approaching season exceedingly attractive.

Duktex are the type of coat your customer wants to buy—the type you want to sell. Every time you've sold one you know you've created good-will for yourself. And you'll sell them as soon as you show them—they make an instant appeal.

Our Range for Spring measures fully up to the usual High Standard and includes many new and artistic models, snappy designs in fabrics, which we have been fortunate in procuring from the best markets.

We are maintaining the policy of manufacturing stock ahead as much as labor conditions will possibly admit so as to be able to fill all orders promptly.

Salesmen will be ready with samples during early part of September and dealers will benefit by a liberal selection from this exceptional range.

DUKTEX FOR QUALITY

DUKTEX COAT COMPANY

322 Notre Dame Street West, MONTREAL

HATS

For Fall Sorting
And Spring Placing

When you decide on placing your order with us you guarantee yourself satisfaction in your hat stocks. For we have the right stock at the right prices and we assure every customer **prompt deliveries.**

See the big range now being shown by our men

Fur Felt Hats, Ballylukes, Bankoks, Panamas, Toyos, Sennitts and Split Boaters.

And a snappy assortment of stylish caps in attractive fabrics and colorings.

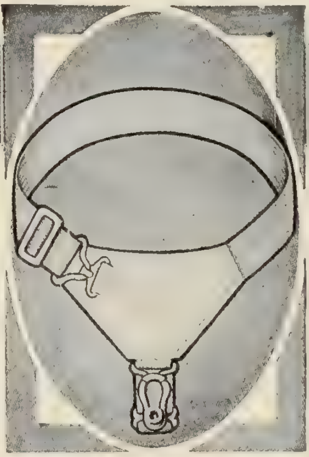
Fried, Grills Hat Co., Ltd. Guelph, Ont.

Manufacturers of Fur Felt, Straw and Panama Hats.

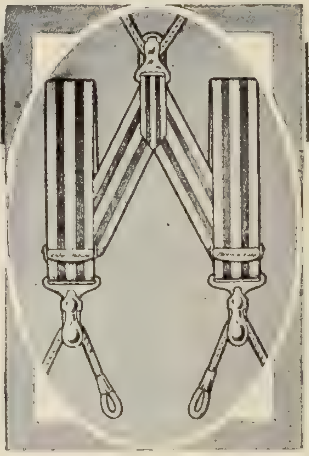
Salesrooms: 313 McKinnon Bldg., Toronto 308 Mappin & Webb Bldg., Montreal

A Fsied Hat means a guarantee of Style and Quality

Sphere Garters *Sphere* Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.



Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

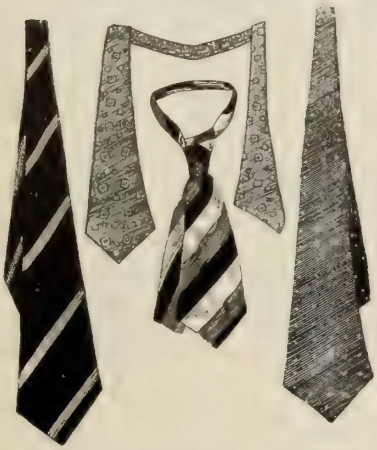
FAIRE BROS. & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. 32, George Street, Manchester.

TRADE MARK OBERON

BRETTLE'S BRITISH MEN'S WEAR for CANADA

NECKWEAR



Brettle's are actual manufacturers of Neckwear, and have always in stock a wide and attractive range of Ties in tasteful exclusive designs, in all up-to-date colourings, and especially suitable for the better to best-class trade. We ask our numerous friends who have not yet stocked these goods to make a point of sending us a trial order.

SILK HANDKERCHIEFS

We always hold well assorted stocks in Madders, Plain Colours, Fancy Colours and Jap Silks in plain hemmed and hemstitched lines—all of our usual high standard of quality and excellent value.

The wide range of our productions covers everything that is essential for the better-to-best-class trade in men's outfitting.

Our long experience of over a century enables us to foresee exactly the needs of the market and provide goods that are right in materials, make and price.

Customers, therefore, who make us their chief centre for supplies can always depend upon keeping their stocks complete with up-to-date attractive ready selling goods. "OBERON" goods, "SUTOPLEX" gloves and "BELNIT" ribbed underwear are our chief productions. All of them are famous the world over for quality and value.

Complete Ranges for Spring now to be seen at our CANADIAN REPRESENTATIVES

EASTERN PROVINCES
Mr. Hugh D. Marshall
Stair Bldg., Corner Bay and Adelaide St.
Toronto

WESTERN PROVINCES
Mr. G. E. Ledder
Grace Court, Cornox St.
Vancouver

At the Canadian National Exhibition in Toronto

Our representatives will be showing a full range of samples for immediate and Spring delivery, which all enterprising buyers will do well to inspect.

"BELNIT" Ribbed Underwear

Made in our factory at Belper, Derbyshire, is unquestionably the best line of its kind on the market. Belnit Underwear sells freely on its merits and brings repeat orders without effort.

ENGLISH GLOVES

'SUTOPLEX'
(REGD TRADE MARK)
FABRIC GLOVES.

Made in our own factory, especially to replace the German Duplex gloves, and are now recognized as being well ahead of that article. We can supply Sutoplex Gloves in a full range of men's and women's lines and recommend them with every confidence.

New Customers are asked to kindly furnish the usual trade references.

GEORGE BRETTLE & CO., LTD.

Manufacturers and Merchants,
119, WOOD STREET, LONDON, E.C. 2,
and at BELPER, DERBYSHIRE.

Telegraphic Address: Brettle, Cent. London.
Telephone: Central 6564 (Four Lines)

Roberts Clothing Co.

"MADEWELL BRAND"

Wholesale Clothing Manufacturers
TORONTO
Trousers a Specialty

For some considerable time to come, whilst the price of good clothes is so extremely high, owing to abnormal conditions that cannot be avoided, there is likely to be a heavy demand for odd pants to match up that Spring suit, and should the storekeeper stock up with the "Made Well Brand" there is no need to turn away a customer. We are specializing in this direction and our prices are right. Write us for samples sent prepaid, or we will have one of our 12 representatives call on you. Let your customers go away satisfied with a "Made Well" pant; they will come again. Satisfied customers are the best medium of publicity. Popular priced pants that ensure a good profit always in stock.

Brophey - Chester "Wear - Well" Suspenders

Selling Brophey-Chester Suspenders is free advertising for your store. With each pair that goes over your counter a satisfied customer is gained and retained.

Brophey-Chester Suspenders

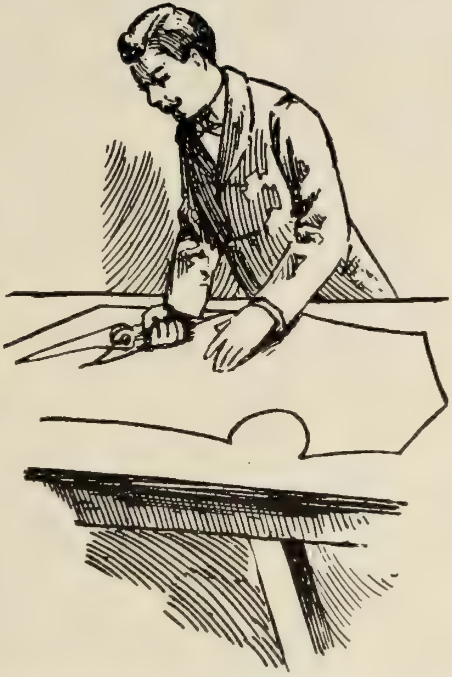
are manufactured from the finest materials. Freshly-woven web embodying the snappiest of heavy cut rubber ensures longevity and utmost service to the consumer.

Our Boston factory is responsible for the high quality web from which Brophey-Chester Suspenders are made—and it is the only manufactory of suspenders in America weaving their own web and selling direct to the retail trade.

Our dealers' Postal Service invites correspondence but, if you prefer, our traveller will call upon receipt of your enquiry.

Suspenders, Leather Belts, Armbands, Garters

The Brophey
Suspender Co.,
Limited
TORONTO
Office, Factory and Sales Room
266 King Street West



REGISTERED PROGRESS BRAND TRADE MARK

The label that made Canada famous for its Reliable Clothing.

REGISTERED PROGRESS BRAND TRADE MARK

The label that made Canada famous for its Reliable Clothing.

The Importance of an Up-to-Date Made-to-Measure Department

"Progress Brand" Clothes, Made-to-Measure System, enables you to fill every inquiry to individual taste and quick service.

Write to-day for particulars.

H. VINEBERG & COMPANY, LIMITED
Corner ST. LAWRENCE BOULEVARD AND DULUTH AVE.

Better Displays mean Better Sales

MODEL FORM
No. 2014
Note the neat Fitting of coat.

Men's stores everywhere are improving their fixtures.

We have them for all purposes.

See our NEW BUST FORMS for men, for tight-fitting suits.

Display Fixtures of every kind

Special for Haberdasher Displays, New Tie Stands, New Shirt Displayers.

Ask for our latest folder.

Delfosse & Company

Largest makers of Fixtures and Forms for Store Equipment

249 CRAIG ST. WEST, MONTREAL

"EVERY LINE A LEADER"

Our travellers are now out with a complete range for Fall and we are *able to fill all requirements.*

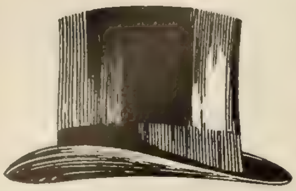
We have opened *one of the largest pant plants in the Dominion of Canada* and can give good deliveries.

POPULAR BRAND TROUSERS

Made by the
Vineberg Pants Co.
Montreal, P.Q.

160 McGill St.
Montreal

"We Lead, Others Follow"



SILK HATS FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

Prices Moderate.

GEO. PROVENCHER

166b. St. Elizabeth Street MONTREAL

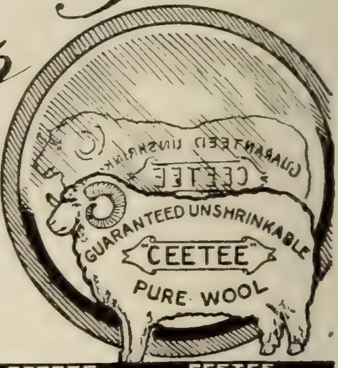
Established 1894

"CEETEE" Reflects Quality in your Shop

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

There is no manufacturer in Canada except ourselves making full-fashioned underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

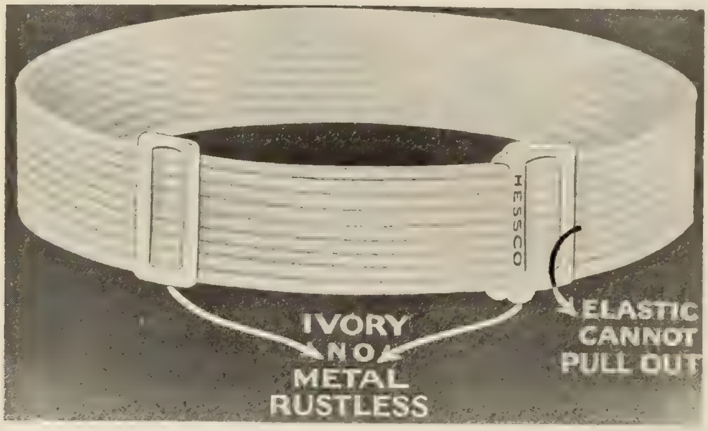
But remember—there is **no low grade** "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.



The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE



The Hessco Arm Band

A good looking and durable arm band made to retail at 25c, 35c and 50c (silk cord).

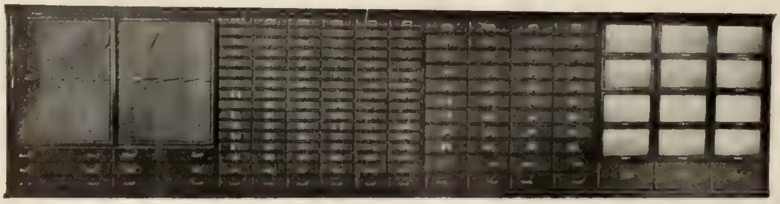
There is no metal whatever in the "Hessco," and another important point—**the elastic cannot pull out.**

The "Hessco" Arm Band is a money maker. Send for a trial supply to

Kitchener Suspender Co., Ltd.

KITCHENER, ONT.

WALL CASES WORTH WHILE



This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

The Walker Store Fixture Company

KITCHENER - ONTARIO

Schwartz & Jaffee, Inc.
sell more
Juvenile, Boys' and Young Men's Clothing
to the most discriminating buyers
than any other house in America.

There's a reason.

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT

YOUNG FELLOWS! TAKE NOTICE!
YOU BOYS SHOULD BUY YOUR CLOTHES WHERE I DO!
RUNNING FIGURES ALWAYS ATTRACT ATTENTION!
WAY AHEAD IN THE RACE FOR POPULARITY

THEY ALMOST
-TALK-
TO YOU!

MAKE YOUR ADS
ALIVE!
WITH HUMAN INTEREST

PICTURING correct style is important – but secondary in it's value, compared with that most difficult thing to do – GETTING and HOLDING the attention of the average man.

HE is so used to commonplace advertising that he gives it no more than a passing glance. The unusual is the only thing that holds his attention!

IF you want your advertising to be different, unusual, and 100% effective – we'll tell you how to do it!

Merchants Service
133 West 39 St - New York

Please tell me about your human-interest illustrations - terse, pointed ad-copy - three color price tickets - and business counsel for live-wire clothing merchants.

NAME ____________________

ADDRESS ____________________

Mats for Canadian Clients Shipped → F.O.B. Montreal!

EVERYBODYS
Absolutely Guaranteed
OVERALL

Everybodys Overall Co.

Manufacturers of

"EVERYBODYS"

The Line that Sells

Overalls and Work Pants

Mr. Merchant,
Everywhere.

London, Ont., Can., 1919.

Dear Sir:-

Introducing any new line to the trade, that will stand the acid test of criticism, requires that the article introduced must carry considerable merit.

First, it must look well. Second, be well made. Third, be constructed of the best materials. Fourth and last, give satisfaction to the consumer.

Overalls require yet one more item of special individual merit all their own. This special feature is ROOMINESS. They must be sufficiently large to permit all actions of the body to be free, yet to have that proper balance necessary in any well-fitting garment.

EVERYBODYS OVERALL embodies all of these features. Should it be possible that our representative has not called on you, we shall be only too pleased to submit you samples of EVERBODYS OVERALLS — the line that sells.

All samples are sent with the distinct understanding that you are under no oligation whatever. All we ask is that you examine them thoroughly at your own convenience. You will be pleasantly surprised at the workmanship and roominess of EVERYBODYS OVERALLS.

May we send you samples?

Yours sincerely,
EVERYBODYS OVERALL CO.
Mgr.

WE NOW HAVE THE UNION LABEL

few/w

Coming —

"ARGONNE" the new

ARROW COLLAR

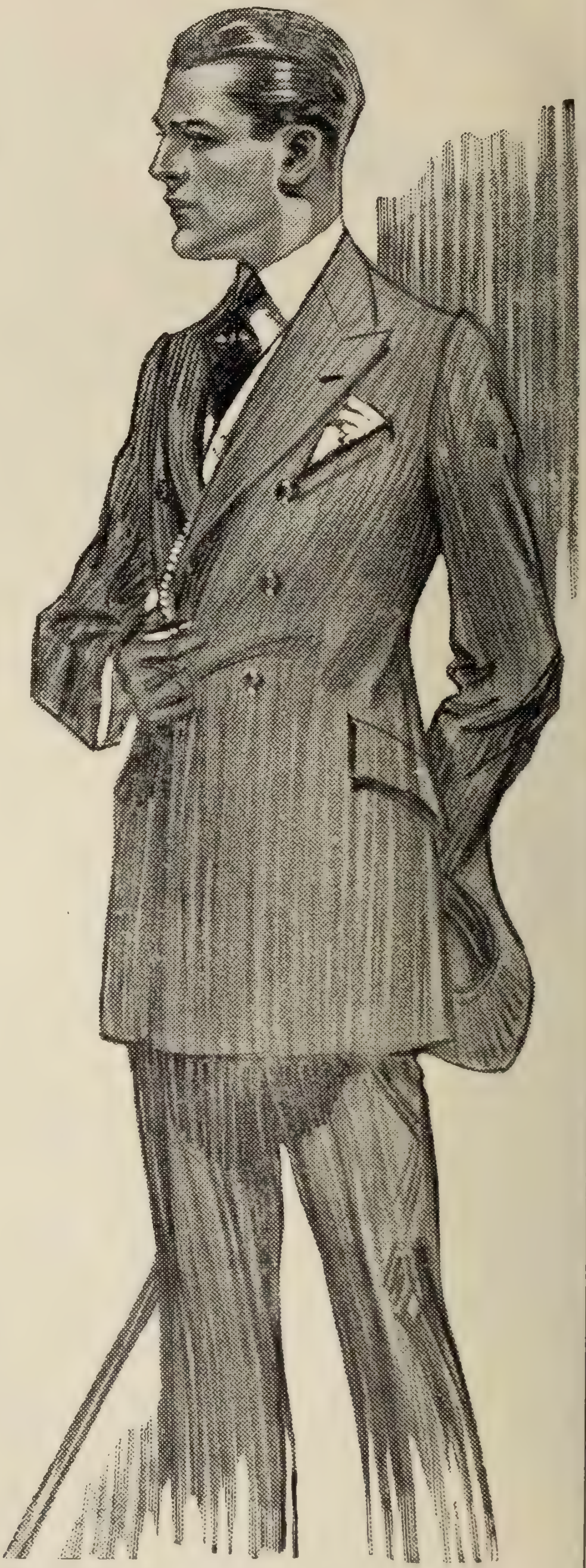
for Fall

It will be shown here
October 1st

CLUETT, PEABODY & CO. OF CANADA, LIMITED

The BEST WAY

to create customer confidence—the backbone of every business—is to sell the men of your town suits and overcoats of reliable fabrics and better tailoring.



We offer you for next season's buying clothing that is satisfactory in every detail—sound fabrics, nifty styles and conscientious tailoring.

Show the particular dresser that made-to-measure togs are not essential to correctness in apparel. Show the man who is more than usually difficult to please that you can fit him and please him with the fit and style he requires from this new Punchard-Birrell assortment.

Seeing the clothes is the best and quickest way to prove our statements true. Our samples are now nearing completion and our travellers will soon be on the road. Post card us if they do not call.

The Punchard-Birrell Co.

545-7-9 King Street West
TORONTO

The "Leatherette" Coat

Is absolutely waterproof, used as a rain coat, auto coat and for general out-door wear. When soiled wash with water. It does not crack, soften, rot, get sticky or harden under the severest service conditions.

Our coats are uniform in shade—all parts match exactly.

Leatherette looks like leather—but is superior to leather in every other respect. Our Leatherette is odorless.

"Leatherette coats" are made of LEATHER'S SUCCESSOR—not of a LEATHER SUBSTITUTE.

They sell readily because they give service plus authentic style.

Made in many models, each one full of grace and distinction.

Prices are right and the demand is large. None genuine without our label.

Models for
MEN, WOMEN and
CHILDREN

Long Coats, bellows or slash pocket, set-in sleeve or Raglan shoulder—tan, black and battleship gray, $16.50. Many models for women.

AVIATOR LENGTH
COATS $13.50.

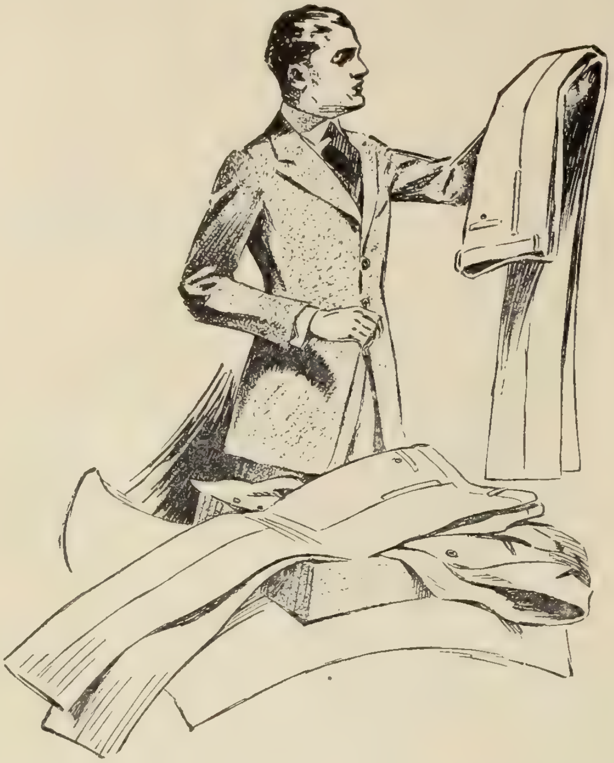
Reversible—two coats in one—can be worn either on cloth or leather side, $27.50.

COATS FOR CHILDREN
$11.50

Immediate Delivery
Terms—Net 30 days

SIFF BROTHERS CO.

71 FIFTH AVE. NEW YORK



2000 Pairs of Pants per week

Two thousand pairs of *"Wear-well"* Men's pants—every garment cut and tailored in a way that guarantees the wearer entire satisfaction. That is the size of our weekly output and we have always a large stock on hand from which to fill our customers' orders.

We assure our patrons prompt deliveries and will send samples to retailers on request.

If you are figuring on laying in a new stock of pants for Winter or Spring selling it will be to your advantage to see our values before finally deciding. Prices range from $2.25 to $8.50 a pair.

Look for the *"Wear-well"* trade mark.

Riding breeches a specialty.

Levine Mfg. Co., 162 John St., Toronto

Kiddies' Lids

Here is something new for the little folk made in all colors of tweeds. Notice the pencil seams that give it that smart appearance. This will be a big success this Fall. Prices range from $10.50 to $16.50 the dozen. The one shown is $10.50 dozen. Let us send you a sample dozen.

We show the most complete assortment of children's head wear in Canada.

Our range of Men's and Boys' Caps and Hats is now complete.

We make a specialty of Uniform Caps and graduation motor boards.

Always look at our samples—it will pay you.

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO

W.G.R.

Shirts and Collars for Spring 1920

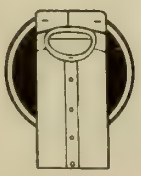
THE W. G. & R. reputation for producing Shirts for the better class trade is completely sustained in the quality of the new styles, patterns and fabrics comprising our collection for Spring 1920.

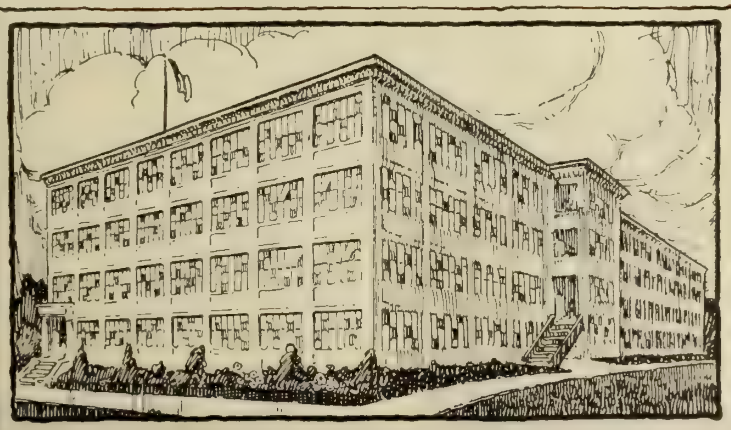
Included in the display are Silk Striped Soisette, Toile Madras, Silk Striped Taffeta, Fibre Silks, Jap Silks and Novelty Cloths.

In Soft Collars we have a large variety of styles and fabrics.

The Williams, Greene & Rome Co., Limited

Head Office: Kitchener, Canada
Branches at Montreal, Toronto, Winnipge, Vancouver





COLOSSUS

THE BIG SHIRT

Made in Heavy Woven Cloth in Plain Colors, Blue Chambray and Fancy Stripes and Checks.

Extra large Body and Sleeves.

Double stitched throughout.

Full Yoke and Pocket.

Extension Neck Band and Gussets.

A Real Workshirt.

Value, Durability and Comfort.

The Canadian Converters' Company, Limited

Montreal

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX. TORONTO, SEPTEMBER, 1919 No. 9

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Entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, under the Act of March 3, 1879.

Our mills are in a position to fill promptly repeat orders on practically all our old standard lines.

STANFIELD'S UNSHRINKABLE UNDERWEAR is the Standard for Canada. By standardizing your underwear department you can reduce your underwear stock, and at the same time increase your sales.

It pays to sell

Truro **STANFIELD'S** *Unshrinkable* **UNDERWEAR** **Nova Scotia**

Stanfield's Patented Adjustable Combination and Sleepers for Growing Children.

MWR

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, SEPTEMBER, 1919 No. 9

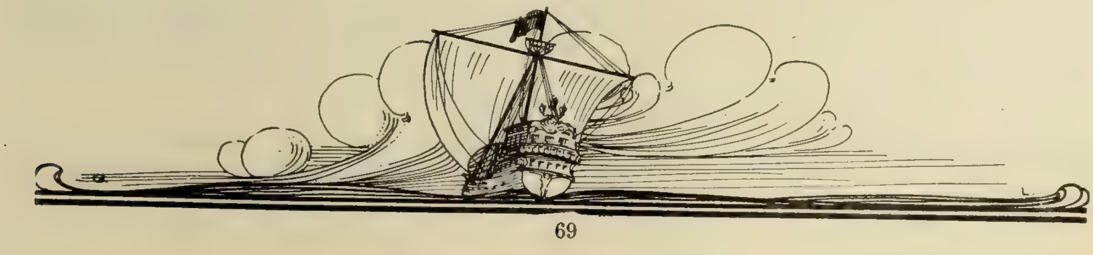
THE OUTLOOK FOR SPRING, 1920

A Survey of the Season's Past, Present and Future With the Idea of Outlining a Buying Policy for Spring.

ALWAYS about this time of year one must of necessity try and reach into the future, and upon the accuracy of that reaching depends to a great extent the success of the next season's business. The past season caught everybody, wholesalers and retailers alike, with short stocks. This in itself could ordinarily have been remedied by speeding up production, but here again, a change of conditions was met with, the unexpected happened, and instead of increased production, the labor unrest came to a head; strikes, shorter hours, and increased wages had to be grappled with, and the outcome for the manufacturer was smaller production than ever, cancellations of thousands of dollars' worth of orders and partial delivery on others. The higher rates of pay caused some manufacturers to actually lose money on orders placed last Spring for this Fall delivery, in other cases the buyers consented to the necessary increases provided they could be assured of prompt deliveries. Last year retailers, wholesalers and manufacturers made a conservative guess and were even inclined to be pessimistic in spite of the fact that prices on raw were steadily advancing and stocks were short. No one can gainsay the fact that the Spring and Summer of 1919 have been the biggest years ever experienced in all branches of the men's wear trade. No one begrudges the extra business that came to the men's furnishers from the soldiers, for was not their branch of the trade affected more than any other? Did it not suffer the most when 496,000 men took up arms for their country and left these shores? Four lean years for the men's furnishers, years of struggle to make ends meet, to devise new methods and means to reach the men who were left at home. Yes, if any branch of trade deserve prosperity, it is the men's wear dealers, the haberdashers.

CHANGED CONDITIONS

This year we have peace conditions to face, and unfortunately, they are more upsetting to industry than actual war conditions. Skilled labor is scarce and high-priced, textile plants all over the world have more business than they can possibly handle for this season, and this all has its effect on the piece goods market, and it is difficult for the clothing manufacturers to get cloth in sufficient quantity to fulfill their obligations to the retailer. So much for the past and present. Looking back we see prosperity, good business, landed in spite of hardships, lack of goods and high prices; the present, there never was such a Summer, straw hats, panamas and in fact, every kind of Summer hat went like hot cakes at prices that were a surprise even to the salesmen themselves, old stocks were cleaned out, job lots bought and still the demand was brisk, Palm Beach and outing togs slid right off the shelves at top prices. No wonder so many new men's wear stores have opened up in the last few weeks. Past and present spell profitable business. How about the future? Next Spring? Have you seriously considered how you are going to buy this Fall for next Spring delivery? What has the future in store for the men's wear stores? One can but guess at best, put two and two together (past and present), and make fine, supplying the missing denomination by imagination in this case and looking into the future. We have some guiding facts to go by that cannot but help us reach a fairly accurate forecast, for instance, we know that to a great extent the large sales made this Spring were due in most cases to



outfitting the returned soldiers, three hundred thousand of them, scattered all over the country, and now we know that this Fall they will again be prospects for heavy underwear, overcoats, felt hats, and other lines. But can we expect such a quantity of of complete outfits next Spring that were purchased last? Common sense tells us no! Not by any means. Then what we can count on is regular business, and with wages at a new high level, regular business is going to be good. But it is better to play safe, even if a few sales are lost in consequence, than overbuy and impair credits. One should buy for normal business conditions next Spring.

CROP AND LABOR CONDITIONS A FACTOR

Another thing to bear in mind in trying to see into the future is that the crops in Ontario and the West are light; this together with labor unrest that has caused a great number to be out of employment and live on their bank balances, or smaller strike pay, will have their part to play in the prosperity of the country next year.

Some of the views expressed here will not meet with the hearty approval of the jobbers; they would prefer to have us talk optimistically always, but it is as much to their advantage as your own to keep credits high, and this can only be done when a merchant buys in advance such quantities of merchandise as will be readily disposed of at the proper seasons.

FEWER SALES STRENGTHENED CREDITS

There have been remarkably few sales this year, most of them being confined to the last two weeks in August, when the usual quiet season between holidays and work had to be met with, and this lack of sales meant that goods were turned over at regular prices, proper margin of profits made and credit standing strengthened.

PRICES UP ON MOST LINES FOR SPRING

The price question has been decided upon in most instances to take care of Spring deliveries, and in the majority of cases it is to be noted that the prices quoted on the finished articles are about ten per cent. higher than prices prevailing for Fall delivery. This we predicted when touching on the subject of prices last month, and it is our firm belief that the prices are now at the high level, conditions will be altered before the next buying season and prices should begin to come down gradually. There are a great many things that enter into this question that would take up too much time to explain, but the facts are there to be seen and we firmly believe that next Fall merchandise will be quoted at from 10 to 20 per cent. lower than prices now prevailing.

SCARCITY OF GOODS

That there is an actual scarcity of the better grade of woollens we all realize, and this in spite of anything the High Cost of Living Commissioner may have to say on the subject, for he has yet to tell the trade where they can lay their hands on the wonderful stock of woollens he has discovered, and until such time we have only facts to go on, facts as we know them. Cancelled orders, slow deliveries and substitution of one pattern of piece goods for another as near like it as possible.

There are a number of mills in Canada weaving a good quality of tweed, but by glancing over the export figures one cannot help but notice the thousands of yards that are being sent out of the country on account of European orders. It is expected that most of this export business will be completed by next Spring; then and not till then will there be any appreciable surplus of even tweeds on the Canadian markets, and the increased output of the Canadian textile mills will be felt.

A great many clothing manufacturers have not yet completed orders booked last Spring for Fall deliveries and have, therefore, had little or no time to work on stock. This will upset the usual assorting orders placed for late Fall delivery. In other lines besides clothing the demands have been fairly well met, although there is an acute shortage in all kinds of silks, such as are used in manufacturing neckwear, the buyers for neckwear houses having in some instances had to resort to law proceedings to get their orders delivered. The market price on silks has risen 35 per cent. in the last six months.

IMPORTS WILL RELIEVE SITUATION

Just as soon as goods start coming in from England (and some lines are already back on the Canadian market), the shortages in a great many lines will be considerably relieved. The United States firms are now out after business and it will not be long now till merchants will be able to sit back with a sigh of relief and know that "delivery in 60 days" on an order will mean just that.

Summing up all conditions, facts and surmises, it is safe to say that next Spring, although prices will be high, and goods scarce, that the turn will set in before the next buying season, and the safe game to play would be to order what you would expect to order for a normal year's or season's trade.

THE PRICE OF CLOTHES

First Rustic: "It looks like Bill was going to marry that there widder."

Second Rustic: "Well, 'e might do worse. Her first husband left an uncommon good overcoat."—The Bystander, London.

COST OF LIVING COMMISSIONER FIRES SECOND ROUND INTO RETAIL CLOTHIERS' CAMP

Contradicts Clothiers and Says Assertions He Made on July 7th Still Hold Good—Has New Evidence for Ammunition.

THE Cost of Living Commissioner makes the following report regarding woollen and worsteds for suitings and overcoatings:

"Following my report of June 7, the retail trade made vigorous attack on the assertions contained there and sought to have the Cost of Living Committee of the House disprove the facts of the same. In the evidence brought out before the committee my assertion was fully substantiated that the Canadian manufactured cloth for suits to be sold during this Fall was sold by our manufacturers this Spring at prices 8 to 10 per cent. below their previous lists. Moreover, our domestic manufacturers submitted samples of materials showing that the Canadian made goods were of very high quality and equal to many of the lines imported from England previous to the war. It was brought out in testimony before the committee that the three and one-half yards of the finest domestic material necessary to make a suit of clothes only amounted to $17.50 at the cloth manufacturers' prices. The goods purchased in the United States covering the same period showed an even greater decline in price than the Canadian over the previous sales.

"The sole grounds for high prices offered by the retailers was the price of goods imported from England and the increased labor charges. It happens that since the war English prices have changed from the lowest to almost the highest levels. Since exports of woollens and worsteds from England haev been so largely curtailed of late, it is unfair to make these prices the standard by which to charge for suitings in Canada. I have been informed, even, that it is not uncommon for Canadian-made goods to be sold as material imported from Britain. Since my report in June on this subject there has been no warrant for increasing prices. The Canadian prices of fine wool have risen somewhat; the coarser wools have only risen slightly. The grading of our wool has improved, and, as a consequence, the upper level of prices has risen these last few months, while the lower level has remained at nearly the old figure. In no case has wool in Canada advanced anything like the prices of last year. Morever, the manufacturers' sales for this coming season's consumption were all made some time ago at the reduced prices quoted above. As far as the supply of raw material in concerned no attempt was ever made to disprove the fact that Canada is better supplied with wool than ever."

Answering this second round from the commissioner, the dealers all over the country express the opinion that the Cost of Living Commissioner, besides lots of others things uncomplimentary, must be off his base. They tell us wool that formerly sold for 25 cents is now selling at $2.00 per pound. "He is off his base," says the shoe manufacturer.

"What does he know about clothing?" "I'd be glad to have him put me wise as to where to find the big stocks he's always talking about," the clothing manufacturer murmurs.

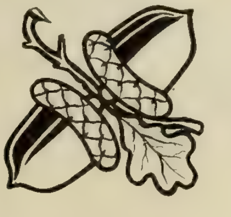
Contradict Commissioner

And they all with one voice, contradict his statement that the retailers and manufacturers of commodities are responsible for the prevailing high prices. They lay the blame at the door of the farmer, the hide producer, the wool grower and the British Government and add a contributory cause, the demand in Europe for everything that the rest of the world is finding it hard to satisfy. But they all emphatically assert that the Cost of Living Commissioner is wrong.

Cost of Wool

"The British Government is as big a profiteer as we know of as far as clothing prices are concerned," was the opinion expressed by the manager of the Thornton & Douglas Company clothing manufacturers. He claimed that the manufacturers were not making a big thing out of clothes. The high cost of wool was responsible for soaring prices, and the British Government, which controlled all supplies of Australian wool, was responsible for keeping the price of wool up. Wool that sold before the war for 25 cents a pound is now held for $2. With such conditions, what can you expect but high prices?" he added. "Cloth manufacturers are making a darned sight better thing out of it than we are."

The W. E. Sanford Company refused to express its views on the subject at present.



Price of Shoes

The high price of shoes is attributed also to the exorbitant prices that are being charged for hides. The John McPherson Company positively denied that the manufacturers of shoes or the retailers were to blame for the prevailing high prices, and pointed out in support of this that Russia calf that could be bought three months ago for 68 cents now cost $1.68, while hides that used to sell for 20 cents now cost 65.

"The cost of living commissioner is off this base when he says that the manufacturers and the retailer are responsible for high prices," declared the manager.

WINNIPEG WINDOW DISPLAY MEN FORM ASSOCIATION

A local association of the Window Display Men of Winnipeg was formed at a meeting held in the St. Charles Hotel August 8th. This association will be purely for business and educational purposes, but the fraternal doubtless will receive attention.

The attendance was large and representative. All the best concerns in the city delegated at least one man, and every one was a booster for the principles laid down for the association. The opinion expressed was that the Winnipeg association would soon become a very important factor in the business of the community, and would lead to a better understanding of the pictorial side of the retail business.

The secretary, H. H. Vankirk of Chevrier & Sons, gave an address, in which he stated the objects of the newly formed association. The promotion of closer friendships between the members of the profession was one of the points dwelt on.

The art of artistic displays of merchandise and the proper use of sign cards, he declared, was of the utmost importance in the retail business. The holding of competition in window display and the keen rivalry of the stores to make theirs a beauty spot of the city would lead to much good, he said. The deplorable lack of decoration during the special days in the last few weeks was pointed out as a bad advertisement for the city.

The following officers were unanimously elected: A. N. Calle, Ranard Shoe Store, president; S. A. Bain, Styles & Humphries, vice-president; and H. H. Vankirk, Chevrier & Son, secretary.

INCREASED COST OF HAT TRIMMINGS SHOOT THE PRICE OF THE FINISHED PRODUCT UPWARDS

The Expected Action of the Hat Band Weavers in Demanding and Getting a Forty-four-Hour Week Has Compelled Manufacturers to Raise Prices.

ONE of the industries that has felt the effects to a greater extent than any other, is that of cap and hat making. In a great many cap factories the employees have been out for some time, and they appear to be as far from settling as they did the day they walked out. Some of the cap manufacturers have been compelled to advance their prices on merchandise already booked at lower prices for Fall delivery. Although conditions as far as deliveries on the other side are concerned are worse than they are here, they are nothing to crow over.

In all varieties of men's headwear, whether it be felt, straw, silk or of cloth, the same conditions prevail. Scarcity of supplies of raw materials, steadily mounting prices, higher wages and shorter working hours, reduction of output and strain to fill order on hand "complete." The "American Hatter," in commenting on these conditions on the United States side of the border, frankly advises the merchants to refrain from asking for the little extras such as bindings, linings, and other things that tend to slow down the output of any factory. In this way earlier deliveries could be made to the merchant.

The following agreement was made between the United Cloak and Hat Manufacturers of America and the Hat and Cap Welfare Association to come into effect on August 4th:

By the terms of the agreement the cap makers are assured a 44-hour week at a substantial advance over present wages and the union is recognized. The workers get ten holidays a year with full pay, and a board of adjustment was established to adjust all claims and disputes arising between the manufacturers and the cap makers.

The lowered production resulting from fewer working hours, combined with greatly increased pay and the reduced efficiency that invariably follows union domination, mean higher prices to the retailer on all caps and cloth headwear bought in the future.

Here are some of the concessions which made up the agreement:

A week of 44 hours. No more than 8 hours overtime to be permitted in any one week; and to be paid at the rate of time and a half.

Operators and blockers were paid $6 a week advance above the average earnings of six active consecutive weeks.

Lining makers and trimmers were paid $5 per week above the average earnings of six consecutive weeks.

Cutters, packers and finishers were paid $6 per week above the average earnings of six consecutive weeks.

The manufacturers were compelled to add any loss of time during the six active consequtive weeks to their earnings, which in all instances averaged between 15 and 20 per cent. above their actual earnings.

The manufacturers are required to pay full pay for ten holidays during the year whether the employees perform work or not.

No manufacturer shall give out work to any non-union shop, or purchase any goods from any shop that is non-union.

No manufacturer shall sell goods to any concern where there is any controversy between the union and the concern.

A board of adjustment shall be established for the purpose of adjusting all claims and disputes that may arise between any member of the Association and the Union. This board shall consist of two representing the Union and two representing the Association.

In the event that the adjustment board cannot come to a decision, they are to select a fifth impartial person for a final decision.

One might almost imagine that he was doing business for the sole purpose of accommodating the union, and that capital, plant and brains were pooled that the employees might get all they wished for, or might wish for in the future.

R. Karp Co., have opened a men's wear store in Edmonton on the corner of Rice and 101st Street. They are carrying a complete line of men's furnishings, clothing and boots and shoes.

The Kng Street branch of L. J. Applegath & Son, Toronto.

MAKING BEST USE OF THE SLACK MORNING HOURS

How One Progressive Western Merchant Makes Every Minute of the Slack Hours Tell.

SOUNDS interesting, doesn't it?—"building business on two hours a day." Well, it is interesting. And what's more, it's possible, for a Middle Western dealer proved it.

Almost every retailer has his "slack" time of day—the period early in the morning before the shoppers are out—the period after lunch, when the bulk of the day's orders are out of the way; or the mid-afternoon lull.

The merchant in question found that the first two hours every morning were the leisure hours in his business. How well he employed his clerks during this period may be best understood by results.

Facts For the Day's Business

By 10 o'clock each morning he has in his hands the following important facts about his business:

Value of merchandise on hand.

Total cash and charge sales of preceding day.

Total cost of goods sold preceding day.

Gross profits of preceding day.

Money received on account.

Total outstanding accounts.

Amount of goods sold, and left in stock.

Sales record of each individual clerk.

Purchases discounts, deposits, merchandise, returns, etc.

Some merchants may not be awake to the value of such information, but this dealer has made use of it to the extent of building up a $50,000 business in four years on an original investment of $5,500.

His records make it possible to locate and forestall losses due to theft, overstocking, and hit-or-miss buying. They help him get the best out of his clerks, for by knowing each man's sales record he can pay him on a merit basis. Records enable him to watch credits, discounts and his cost of doing business.

But you're naturally interested in what goes on in his store in the two hours at the beginning of every day. This man has four clerks and a boy in the store. One of these acts as manager, and another as bookkeeper. All are better paid than are the average retail clerks.

A regular sales slip is made out in duplicate for all cash sales, the duplicate going to the customer and the original to the office. The slip shows the stock number, goods sold, selling price, cost (in code), and the salesman's number. This form of sales slip also is used to record payment of cash on account, in which case the customer's name and address is added.

Triplicate Slips For Charge Sales

Charge sales are noted on triplicate sales slips, which bear the same information as cash slips. The original goes to the customer, and the yellow duplicate copy goes to the office with the pink triplicate slip, the extra copy serving as a check.

The bookkeeper totals all these slips, then finds the total cost, both for cash and charge sales. Other information also is taken from them, such as sales by clerks, by departments, etc.

Expense items are listed in a check register under ten heads, so that the proprietor may know each day just what was paid out and for what purpose. The total expense each month as shown by this book is used to figure net profits.

By adding the total of merchandise received during the day to the value of merchandise on hand, and by deducting goods sold or returned, he has the approximate retail and cost value of his entire stock. This serves as a perpetual inventory, but he supplements it with a complete physical inventory every sixty days.

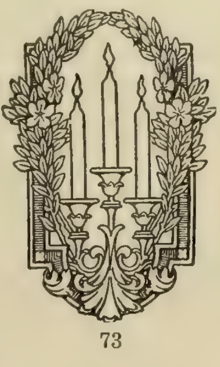
Stock Divided Into Two Departments

His stock is divided into departments corresponding to the different lines handled, and each department has a letter which is marked on the sales slips. Thus it is easy to keep track of sales in each line, see how the goods are moving, and know the amount remaining in stock.

This dealer buys very closely so as to have few left-overs and he knows from experience how to order so that he can keep goods moving. His record of sales and stock helps him to know what quantity to order.

This is the way one successful merchant gets at the vital facts in his business and how he uses them. His is a growing, well-organized business, simply because he realized the value of system in a retail business, however small.

Any retailer who has two hours a day to spare, or who has a clerk at leisure for this period, may get just as intimately acquainted with his business as does this man. If he and his clerks haven't this time to spare, it would pay him to unload enough petty detail somehow long enough to get this valuable information. If there is no other way he can employ a girl office clerk at about $15 a week to keep his books. If this information is accurate, and if it is used right, it will pay—it's bound to.



BRITAIN'S $20,000,000 LINEN DEAL

The plans of Mr. L. J. Martin for selling to the British public the 40,000,000 yards of aeroplane wing linen, which he recently bought from the British Government for nearly $20,000,000, have been made public, according to the American Chamber of Commerce in London.

The American Chamber understands that Mr. Martin, in the desire to get his linen to the British public in the shortest time, and at the lowest price possible, has totally eliminated the wholesale dealer, and has circularized the entire retail trade in the British Isles with his proposals. Four qualities have been selected, which will be sold to the retail drapers on prices ranging from 1s 10d (about 44 cents), to 2s. 8d. (about 64 cents) per square yard. Terms are nett cash with order, and buyers are bound not to sell to any other retailer.

The export trade will pay the same as the retail trade in England, and there will be no differential feature between buyers whether small or large, domestic or foreign. According to the American Chamber in Landan, Mr. Martin says he could have sold the whole lot to America, but wanted the British public to get as much of this linen as they want. His prices are claimed to be 30 per cent. below the cost of production in Belfast.

Further interest in this type of thing has been aroused, the Chamber says, by the reported sale by the Ministry of Munitions of 12,000,000 yards of fine balloon cloth to another single buyer of Manchester. This cloth is particularly suitable for men's shirting, ladies' underwear, and if, dyed and proofed, for raincoats.

NEW WOOLLEN MILL MERGER TO BE FLOATED

Stock in the new woollen mill merger will be offered the public about the first of September. The merger represents the Standard Woolen Mills, Toronto; the Auburn Mills, Peterboro, and the Bonner-Woreh Co., Peterboro, the new name will be the Canadian Woollen Mills, Limited. The capitalization is $3,500,000, of which half will be redeemable cumulative preferred stock and half common stock. The preferred will be offered at par with a 25 per cent. bonus of common. There are no bonds.

The directors are as follows: F. B. Hayes, Toronto Carpet Mfg Co., president and general manager; A. O. Dawson, manager Canadian Cottons, Limited, vice-president; F. R. Sweeney, president and manager of Zimmerman-Reliance, Limited; G. D. Perry, general manager G.N.W. Telegraph Co.; W. K. George, president Canada Bond Corporation; Isaac Bonner, general manager of Penman's, Limited: and I. B. Ferguson of Ferguson & Ormsby.

SECRETS OF SUCCESSFUL STORE-KEEPING

Sir Thomas Lipton Gives Some Valuable Advice as to How to Succeed in Running a Store.

INTERVIEWED by a Tit-Bits (London, Eng.) representative, Sir Thomas Lipton lately gave some valuable and interesting advice as to how to succeed in running a store.

"Concentrate! That, to my mind," said Sir Thomas to the interviewer, "is the keynote of success in shopkeeping, just as it is in any other business. There is no secret in my life story at all. I simply worked hard, had my heart in my shop, and so could not help succeeding."

Conditions, of course, Sir Thomas pointed out, have changed somewhat since 1874, when, at the age of twenty-four, he rented his first shop in Stobcross street, Glasgow, and slept in the back room at night.

"But although," he continued, "competion to-day is far more keen than it was in my early days, and although ideas regarding the buying and selling of goods then may appear old-fashioned to the present-day tradesman, whose ambition in many cases seems to be to sink capital in his business and expand it as quickly as possible, the principles which guided me in the development of my little shop in Stobcross Street apply to-day."

Never Take a Partner

From the very beginning, however, Sir Thomas had one determination fixed in his mind: Never take a partner.

"To the young shopkeeper, I say," he remarked, "don't be tempted to take a partner because you are short of capital. Make the best of what you've got, but do not go beyond your capital. Keep within your bank balance, and don't strike out on lines beyond it.

"I remember when I had made the Stobcross shop pay sufficiently to enable me to open another shop in the High Street, Glasgow, I had several offers of partnership, but I never for one moment entertained them, for this reason; that in my opinion, the right man can develop his business without the aid of a partner, whose ideas may run counter to his own and thus retard the progress of the business while the benefits are being shared."

Watch the Markets

"A partner is often necessary, however, Sir Thomas," the interviewer remarked, "to secure fresh capital."

"Perhaps," Sir Thomas replied. "Capital, I consider, is a secondary consideration. It is brains, enterprise, and individual management that count. For instance, many shopkeepers worry about and bemoan their lack of capital, while all the time they are wasting money by buying in the worst markets. The means of development without money is in their own hands, but they refuse to see it.

"I say emphatically that it is absolutely necessary if a shopkeeper is to succeed, that he should have a perfect knowledge of the best available markets in order that he may take advantage of them at the first opportunity. It is only common sense to say that the man who knows the cheapest market is the man who is going to make the most profit.

"When I started as a provision dealer, I kept a very keen eye on trade developments, and it was this observation which induced me to do away, as far as possible, with the middleman in my business transactions. Thereafter I bought most of my butter, bacon, and eggs in the markets in Ireland, and from several thousand acres in Ceylon which I had acquired I procured my supplies of tea, coffee and cocoa."

A Striking Illustration

"But the young grocer may say that it is impossible for him to strike out on such lines nowadays. Acres in Ceylon and buying in the principal markets in Ireland are quite beyond him."

"That may be," said Sir Thomas, "but that is not the point. What I wish to emphasize is that a knowledge of the best markets is absolutely necessary if a tradesman is to succeed.

"What is the use of a man selling only those articles which, owing to the fact that they have to pass through so many hands before they reach him, are almost profitless, when there are other goods which he can buy direct from growers or manufacturers, on which he could reap a good profit?

"To give an illustration. In 1889 I suddenly made the discovery that there were large profits to be made in tea, and I purchased 20,000 chests. I took care to advertise the fact well, and sent through Glasgow a procession of fifty drays, accompanied by a brass band and a squad of pipers. Thus introduced, and my tea being good tea, it sold well, and its large success has continued ever since."

Value of Advertisement

Discussing advertising, Sir Thomas expressed the view that advertising plays an even greater part in business development to-day than it did when he sent his brass band and squad of pipers around Glasgow to advertise his tea, and that it is the man who hits upon the most novel and striking method of advertising his goods who will come out on top.

"I always tried," he said, "to devise some new method, and even in my early days I was very fond of posting comic cartoons in my shop windows, relating to the latest events of the day, in order to attract the attention of the passer-by."

"Are there not any individual qualities necessary to bear in mind in the details of business, Sir Thomas?"

"Certainly. Work hard, deal honestly, be enterprising, and exercise careful judgment; that is my reply to that question. If you can be born poor, so much the better.

"I always think it is a good thing for a young man, whether he is a grocer, baker, or candlestick-maker, to be born poor. If a boy is born rich and goes into business—a business that has been made for him—what is his first disadvantage? He is, of course, at once handicapped by the fact that he can never realize the value of money. On the other hand, suppose a young man is born poor, and has to work for every penny he has, doesn't he realize the true value of money? And doesn't the fact that he makes his own money make him more independent?

"To succeed, however," Sir Thomas concluded, "a shopman must also make up his mind to spend a few hours in the shop after the shutters are up and before they are down in the morning. Don't forget my favorite motto: 'There is no fun like work.'

"My whole heart was in my first shop. It didn't contain much as shops do nowadays, but I dressed the windows, attended to customers, and did everything myself. I always kept my place as smart and clean as I could, and in this way I encouraged customers to patronize me. I was careful of the smallest detail, and took care that my customers always went away pleased. To that solicitude on my part in those days I owe the great success that has attended my later efforts.

"Civility and consideration towards customers are great assets to a shopkeeper. Try to treat rich and poor alike, for the poor man's twenty shillings are as good as the rich man's pound, and the working man's wife with her basket on her arm is entitled to as much respect as the lady who comes in her carriage, in war as well as peace time."

SHODDY IS WOOL

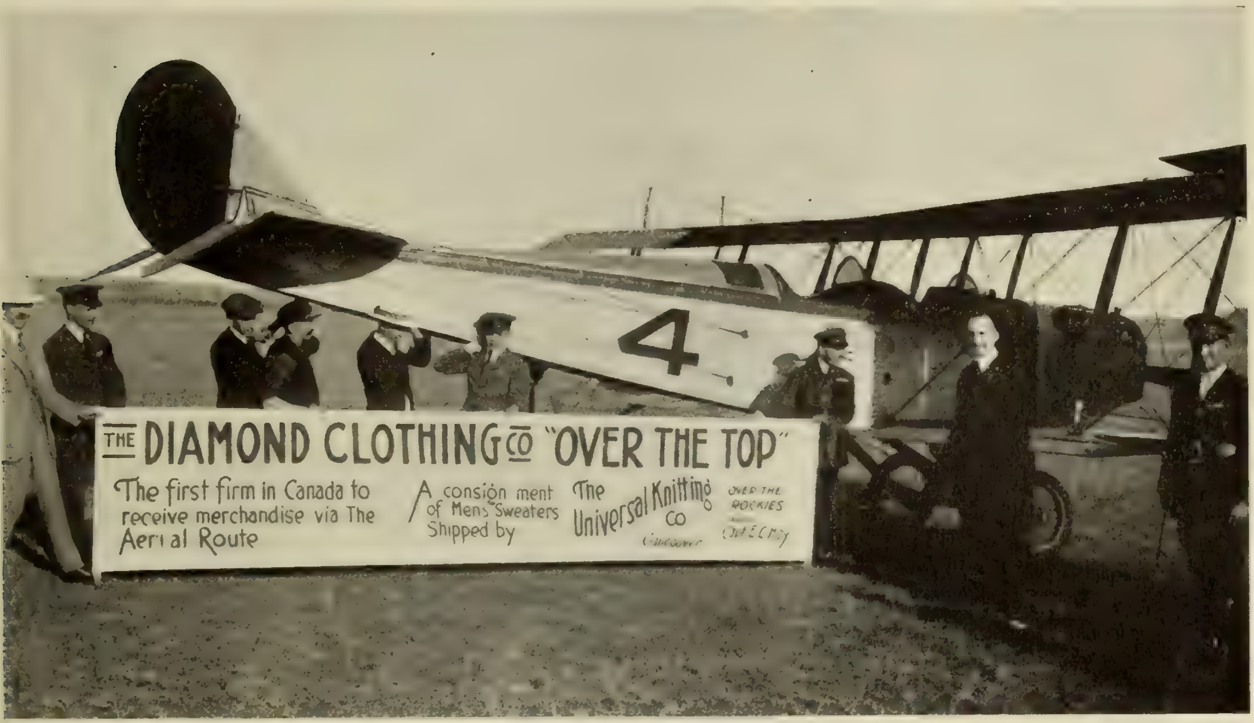
There is a popular impression among consumers that "shoddy" is not wool. In these times "shoddy" is not an uncommon thing in garments and it is difficult for any but a cloth expert to discover whether re-worked wool has been used in a piece of goods. It is a fact that when a fair proportion of virgin wool is worked in with shoddy it makes a satisfactory cloth that will give good service to the wearer.

Shoddy as a name for re-worked wool was dropped for a time because of wrong, but generaly accepted, interpretation of its meaning. The dictionary defines shoddy as a "fibre re-manufactured of shredded rags of soft woolen fabrics."

Therefore, those who adhere to an "all wool" standard in their advertising need have no fear of misrepresentation. It is simply a matter of clearing up the point with the customer.

A CANADIAN AERIAL POST RECORD

Capt. E. C. Hoy, D.F.C., Delivers Merchandise via Aerial Route to Calgary Firm.



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THE DIAMOND CLOTHING CO "OVER THE TOP"
The first firm in Canada to receive merchandise via The Aerial Route
A consignment of Mens Sweaters Shipped by
The Universal Knitting Co
OVER THE ROCKIES

Mr. Charles Benjamin, manager of The Diamond Clothing Co., Ltd., Calgary, Alta., while taking a brief respite from business cares at Vancouver, B.C., conceived the idea of forwarding a shipment of merchandise via the air route, upon hearing that Captain Hoy was going to attempt the flight over the Canadian Rockies from Vancouver to Calgary.

Captain E. C. Hoy, D.F.C., of the Aerial League of B.C., was approached and consented to accept the shipment. He successfully delivered the goods to The Diamond Clothing Co., making his trip under 18 *hours, including three stops for gasoline.*

In doing this The Diamond Clothing Co. have established a distinct record for Canada, they being the first firm in this country to receive goods by the air route.

Captain Hoy in successfully accomplishing his hazardous flight over the Rockies also made a record as being the first airman in Canada to deliver goods in this manner.

*The goods received were an advance shipment of men's jersey sweaters, which upon their arrival were displayed in their store windows, with photo, wrapping paper and shipping label bearing the official stamp—*1*st B.C.-Alberta Aerial Post—and they are the production of The Universal Knitting Co., of Vancouver, well known for the superiority of their knit goods.*

The idea of shipping goods by this means via the aerial route was suggested to Mr. Benjamin's mind by the fact that "Society Brand, Ltd.," of Chicago, whose sole agency his firm has in Calgary, equipped and maintain a special aeroplane for the delivery of special and other rush shipments needed by their many agents within a certain radius of their factory, and this Society Brand aerial service has already proved a decided success.

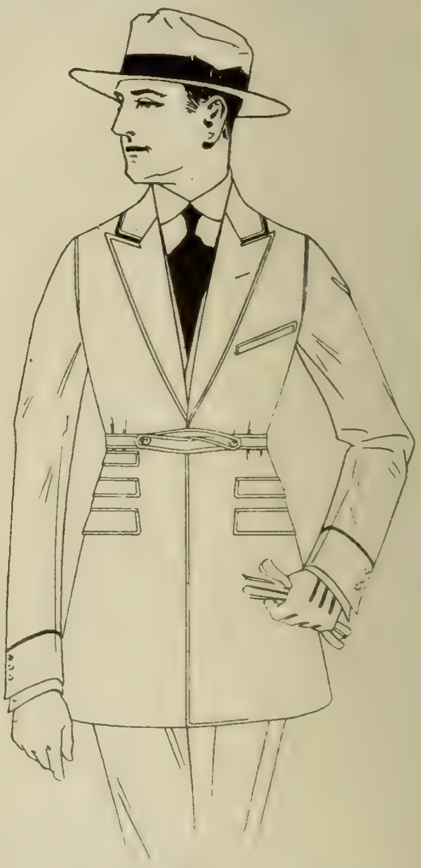
LABOR TROUBLES UNSETTLE THE CLOTHING INDUSTRY

Spring Styles Complete Reversal of This Year's

NEVER in the history of the clothing industry have conditions been fraught with so many perplexing problems and difficulties to surmount. As one manufacturer remarked: "It's really remarkable that we are able to get any goods made up at all." Labor has been one of the most perplexing questions; they no sooner make a settlement with their employers and get the factory turning out orders again than "'Zwoiee" something else happens; another branch of the union thinks the members should have tea served at 4.30, and there you are, another strike. Now the big idea is to force all the open shops to close down, make agreements with an association of the manufacturers for 44 hours, 25 per cent. raise in wages, no piece work, and paid for seven legal holidays, and unfortunately for the retail trade (who get most of the blame for the H. C. of L.) up go the prices. Deliveries are worse than ever, and the whole merchandising system upset. Then, too, there is the difficulty of securing enough piece goods to supply the demand of the regular trade and at the present time this is a real difficulty that can only be overcome by resorting to all sorts of schemes and racking of brains to get materials delivered from the different markets in time to complete reasonable orders. There has been almost

A style that will be very popular next Spring. Note the high waist, slightly form fitting, the extra length of the coat. Although the high waist makes it appear longer than it actually is, the three-button sack with two to button, and the rolling lapels that are still a feature of the latest styles.

New dress togs for boys, tuxedo jacket, being shown by the Freedman Co., Montreal.



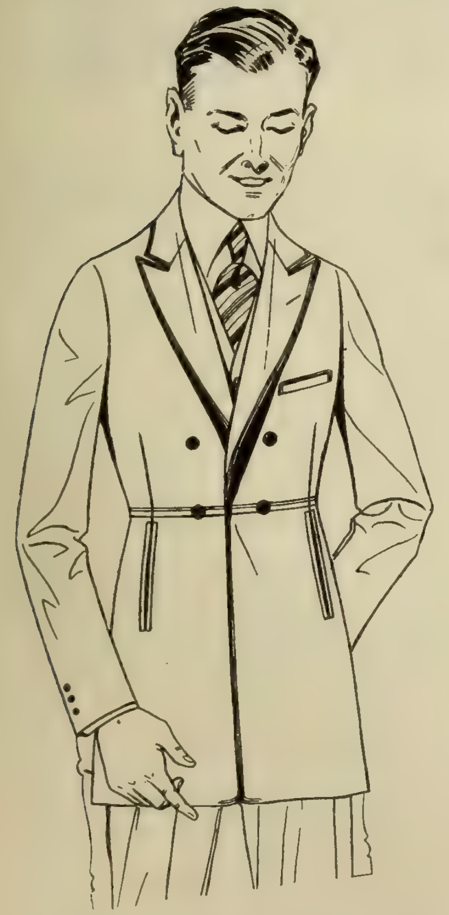
A New York model that embodies the extreme styles of last year. It is doubtful if a style of this kind would be very popular in this country even if "fashion critics" had not doomed the short life of the waist seam line model. This style is being shown by one or two New York Houses for next Spring delivery.

a complete reversal of styles between last Spring and samples that are now being prepared for 1920 delivery; the styles for Spring are most conservative, doing away entirely with seam line, waist lines, slope, pockets, belts, and fancy braids. This year most of the models being shown (witness the illustrations on this page) are high waisted, form fitting, one or two button roll lapel, single or double-breasted sack, with narrow trousers and cuffs in keeping.

There will be quite a demand this Fall for evening dress, and it would be good policy to at least be prepared to get some of this desirable business by having either a small range of styles or some good fashion sheets showing the different features of the correct evening attire. The class of customers one gets for business of this character are as a rule good spenders, and are generally good prospects for other lines such as white gloves, dress ties, dress shirts, collar or jewelry to add the finishing touch to the outfit.

Not much has been said about the Spring overcoats, but it is pretty generally understood that in this country they will follow the lines of the more conservative styles of English garments, Raglan styles, principally and without belts. The materials will, where price admits, be of all wool, light weight tweeds in heather mixtures, and coats with cravenette finish after the style of the Burberry and other well-known British made coats.

There has been a mutual understanding arrived at between most of the Eastern clothing manufacturers (and some of the others as well) in which they have agreed to send their representatives out about a month later this year or about the first week in October; this, they claim, will leave them more time to finish up orders on hand for early Fall delivery, and allow more time for new materials to arrive from mills that have been overtaxed with orders for the last six months.



A neat one-button, double-breasted, form-fitting sack. An ultra New York style that has a good chance of being favorably received on this side of the border.

A neat sailor suit for the "little fellows" being shown by the Freedman Co. in their Spring 1920 *lines.*

NEWS NOTES

Mr. George Smith, manufacturers' agent, Winnipeg, has opened a branch office and stock rooms at 205 Sterling Trust Building, Regina. The Regina office will be in charge of Leslie Day and he will be assisted by his brother, who has recently returned from overseas.

The two Kempts, Norwood, will now be known as the three Kempts. Mr. Alex. Kempt having lately taken his nephew, who has just lately returned from overseas, into partnership with him. The firm will now be composed of Alex, Fred, and Percy Kempt.

Ed. Riley of the Oak Hall store, Peterborough, has been awarded a prize of two De Luxe shirts by the John Forsyth Company, for his window trim of Forsyth shirts.

Firth Bros., Limited, James Street, North Hamilton, have purchased the property on Hughson Street directly back of their present store. Plans are being made for a modern five-storey establishment capable of turning out 1,000 garments weekly, and giving employment to some 300 hands.

Ely's men's wear store, Yonge Street branch, was visited by thieves the night of August 3rd., obtaining an entrance through a skylight above the store, and then making their way by stairs to the ground floor. The shop-breakers obtained $390 from the till, and a varied assortment of high-grade neckwear.

John F. Kitzrow, who for many years has been connected with the Black Cat Textiles Company in the capacity of salesman, has recently been placed in charge of the Northwestern district. Mr. Kitzrow will have charge of the selling force covering Wisconsin, Minnesota, North and South Dakota, Montana and Northern Illinois.

In order to look after this work, Mr. Kitzrow will have to give up part of is territory, which will be taken care of by Mr. H. B. Murphy, who has been connected with the Black Cat Textile Company for many years in the Sales Department.

HEAVY KNIT SWEATER

Man's coat sweater with shawl collar. It is knitted in the "Jumbo" stitch which promises to be a good seller this Fall. It expresses warmth, wear and comfort. Shown by the Acme Glove Works, Limited, Montreal.

OTTAWA HAS TEST CASE ON EARLY CLOSING BY-LAW

Defendants Win Out for Time Being, but City Solicitor Intends Amending By-law to Close Up Section That Allows Dry Goods Stores Under the Act to Remain Open.

A DECISION of importance to many merchants in the city was reached by Deputy Magistrate Kidd in police court to-day in dismissing the action brought by the city against Mr. H. Brouse, charging him with an infringement of the city bylaw regulating "early closing" of stores.

Mr. Brouse, who conducts what he designates as a "dry goods" store, was charged with having kept open on Saturday evening last after six o'clock, at which hour he should have closed under the bylaw if he was selling "ladies's wear, boots and shoes or gents' furnishings."

The question at issue was as to what constitutes a dry goods store under the meaning of the bylaw, and City Solicitor Proctor who prosecuted held that as Mr. Brouse admitted his stock comprised about $2,000 in gents' furnishings, $1,000 to $1,500 in ladies' wear and about $300 in running shoes, etc., that it would not be designated as a dry goods store, but was rather a "departmental store." In support of this contention he produced Mr. Oliver Paquette, clerk in the J. A. Larocque store, and financial secretary of the Retail Clerks' Association. This witness said that in his opinion, after thirty years' experience, he would say that the Brouse store would come under the category. He admitted that in earlier years most of the stock for sale in the store in question would have been found in a dry goods store in those days, but the term "dry goods" store had been broadened to such an extent with later day developments that it was practically non-existent.

80 Per Cent. "Dry Goods."

Mr. J. A. Macdonald, manager for Mr. Harry Brouse, stated that the total stock carried was about $12,000. Of this amount he considered 80 per cent. was what had always come under the heading of dry goods. This included ladies' underwear and hosiery. He stated he did not carry boots and shoes, but merely rubber goods, such as children's running shoes.

Mr. Proctor asked if it was not a fact that dry goods, in the accepted sense of the word, meant only cloth in the whole, that is cottons, woollens, ginghams and prints, not made up into articles.

"Yes," replied witness, "but there is no store in existence in Ottawa to-day which carries these lines alone, and therefore there would be no dry goods stores."

Calls Them Benefit

Mr. George Kelley, for the defence, submitted that the bulk of the Brouse stock was dry goods, and thus the store should be designated as such. As the bylaw by clause seven permitted these stores to remain open, there could be no case. He contended that the store could not be termed departmental, as it was too small. This applied also to "ladies' wear."

"I think," said Mr. Kelley, "although this is not relevant to the case, that a great deal of the present industrial unrest is due to the fact that the lower classes, if I am pardoned for using the term, are compelled to forego the opportunity of doing their shopping at the only hours which are really open to them, and I do not see why we should be left to the tender mercies of the board of control and city council when we are not a nuisance but a benefit to the community."

Deputy Magistrate Kidd said that the term dry goods store applied to just such a store as the Brouse establishment many years ago, where all the articles now sold by him were to be found. He was of the opinion that "ladies' wear," as defined by Mr. Macdonald came under the heading of dry goods, such stores as La Mode, New Vogue and others had simply created a distinctive trade by specializing in ladies's wear.

Drapery, shirts and collars had certainly always been known as dry goods, and unless the city council had intended to perpetuate this term he failed to see why it had been put in the bylaw.

"The largest proportion of the stock in this store I find is legitimate dry goods," concluded the court, "and another twenty per cent. is what was known as dry goods in the olden days. I think this makes the Brouse store a 'dry goods store' under the bylaw and dismiss the action."

City Solicitor Proctor stated he was satisfied with the decision, intimating that the case had been taken in the nature of a test, and that the city would now amend the bylaw to provide that these stores should also close at the same hour as others which came under the bylaw. He then withdrew a similar charge which had been laid against J. F. Duff and Co., 838 Somerset street, also a dry goods store.

A CORRECTION

In last month's issue we had a note to the effect that Mitchell's Clothing Store, 1188 St. Clair avenue, had suffered $300 loss by fire. Mr. Mitchell advises us that the information was not correct. We are therefore only too pleased to correct the former misleading report.

CLOTHES DEAR IN ENGLAND—BOOTS SKY HIGH

Returned Canadians Tell of Huge Advances in Men's Suits and Women's Dresses, etc.

FUSSY dressers in Canada who used to buy their clothes in England, are nowadays more inclined to patronize home industry. Previous to August, 1914, and for some time afterwards, England was a land of good clothes at low prices. In the old days, with sweatshop labor, even west-end tailors could turn out classy clothes for from $25 to $35 a suit. But cutters, and particularly garment sewers, etc., in Britain are no longer content to toil for the wretchedly low pay so many of them received before the war. For this and other reasons prices have soared until to-day, according to returned Canadians, most lines of men's and women's clothes, and especially boots and shoes, are as dear, if not dearer, in England than in Canada.

"Previous to 1914," stated a returned traveller, "I could buy a first-class serge tweed or worsted suit from my tailor in the west-end of London for $35. To-day he is asking from $90.00 to $100 for a suit of that kind. Add a stiff Canadian duty to that and the fact that you will have to have the suit altered when it arrives, and it will be readily appreciated that one does not gain much by passing up their own home tailors or ready-made agencies."

Cotton Dress $100!

The prices they ask for women's clothes is simply frantic," exclaimed a Canadian woman just home. "They will show you the plainest little cotton dress and holding it up to view, remark: 'Only twenty guineas, madam.' Think of it, more than $100 for a thing like that. Everything else is in the same ratio."

"Good boots and shoes are infinitely higher in England than Canada," declared another Canadian. "In Canada the very best makes do not seem to exceed $15 at the outside. In London they are asking from $20 to $30 for boots and shoes which are no better. In fact, gloves, hosiery, everything is sky-high in the Old Country, and things look cheap here in comparision."

TWENTY-FIRST ANNUAL SALESMEN'S CONVENTION

Black Cat Textile Company, Kenosha, Wis., August 7 and 8, 1919.

THE BLACK CAT SALESMEN MEET

THE twenty-first annual convention of the salesmen of the Black Cat Textiles Company was held in Kenosha, Wisconsin, August 7th and 8th, and was the most successful affair of its kind ever held by the company, eighty men connected with the sales department were present.

The conferences of the convention were largely devoted to sales and advertising of Black Cat Hosiery and Cooper's-Bennington Underwear.

The salesmen were shown complete lines of both underwear and hosiery, many new styles and new features were added to the lines.

The underwear line was thoroughly gone over by Mr. Mendenhall, manager of underwear sales.

The hosiery line was explained in detail by Mr. H. M. Appel, manager of hosiery sales.

The men were all highly pleased with both lines, especially in the high-grade silk and silk-lisle styles of hoisery and underwear. High tribute was paid superintendent J. H. Brine, for the high standard of quality and completeness of both lines.

The most interesting announcement of the convention was made by R. N. Kimball, vice-president and general manager, assuring the salesmen of increased production of both hosiery and underwear.

At the close of the convention president C. C. Allen said: "I am gratified over the success of our convention and I am impressed with the earnest and forceful feeling of our salesmen. The general feeling of co-operation is the keynote to success."

The convention closed with a banquet at the Kenosha Country Club.

The program of the convention was as follows:

PROGRAMME OF EVENTS

Thursday, August 7, 1919

9.30 a.m.

Black Cat Recreation Room.

Welcome..............................C. C. Allen

10.00 a.m.

Future Policy.....................R. N. Kimball

10.30 a.m.

Merchandising.....W. C. Cook, of G. L. Dyer Co.

11.30 a.m.

General Inspection of Mill....Eentire Sales Org'n

12.00.

Buffet Lunch, Black Cat Recreation Room.

Entertainment by Black Cat Talent.

2.00 p.m.

Advertising.........................A. J. Palica

2.30 p.m.

Production...........................J. H. Brine

3.30 p.m.

Credits..............................F. H. Baum

6.00 p.m.

Dinner at Elks.

Music by Johnson Orchestra.

Short Talks.

Friday, August 8, 1919

9.30 a.m.

Black Cat Recreation Room.

Underwear.....................J. H. Mendenhall

11.00 a.m.

Hosiery..............................H. M. Appel

12.00.

Buffet Lunch, Black Cat Recreation Room.

Entertainment by Black Cat Talent.

2.00 p.m.

General Discussion.

4.00 p.m.

Auto Ride. Bathing.

6.30 p.m.

Banquet at Kenosha Country Club.

All-Star Entertainment.

INCREASE PLANT AND VARIETY OF PRODUCT

Extensive additions have been made to the Zimmerman-Reliance plant at Hamilton, Ont. It is now one of the largest on the continent. Since the amalgamation of the two firms, as reported this Spring in MEN'S WEAR REVIEW, the output embraces both Summer and Winter underwear of all kinds for men, women and children; also bathing suits, sweaters and hosiery.

EATON'S JUBILEE PARK

An Inviting Spot—Many Novel Ideas—Continuous Musical Program—Tuesdays and Thursdays Special Days—Very Popular With the Public.

WHAT has proven to be one of the most unique and popular of all the special monthly features of the T. Eaton Company's Jubilee year, thus far, is their Jubilee Park, located in the furniture building, on the main floor, just a step from the street.

Here a miniature park is admirably staged and is attracting daily between 7,000 and 8,000 people by its unique and realistic arrangement. It is probable that it will be retained until after the Exhibition weeks, with some necessary changes, although originally it was intended as a feature for the month of July only. Its great and increasing popularity has made this necessary.

The effect of trees is cleverly carried out by using specially painted paper on the pillars, with real branches attached near the ceiling. Some of these branches are dipped in a wax-like preparation that renders them fire-proof and retains their original freshness, giving a glossy finish. Wicker trellises with climbing vines and rustic flower boxes surround the tree trunks, adding greatly to the artistic effect.

Perhaps the most unique and attractive feature in the arrangement is the mysterious cascade with multi-colored lights (from revolving glass disc of many colors) playing upon its glistenin, rushing waters. This waterfall is 12 feet deep and about twenty feet in width. The arrangement is quite simple, although apparently quite mysterious. By the use of a pumping system the water from the cascade, which falls into a most inviting lagoon with small dinghies gracing its surface, is pumped up again to the head of the cascade, again to rush down its quite realistic, painted "rocks." The effect obtained is quite wonderful and supplies a very refreshing atmosphere for the tired shopper.

Scores of inviting benches and delightful lawn swings complete the park effect.

A continuous musical program of very high calibre, supplied by a quartette of Toronto's leading vocal concert artists, with an orchestra playing between these numbers, adds the supreme touch to the unusual effect of the whole project.

Tuesday and Thursdays are special days in the park, some of these being:

Soldiers' and Sailors' Day.—On this day about 120 soldiers from the Toronto Orthopedic Hospital were entertained with a specially arranged program, and refreshments served. A large number of Toronto's returned soldiers and sailors dropped in also during the day.

Children's Day.—When about the same number of orphans from some of the children's homes were royally entertained in the same day. Trained seals were an added attraction on this day, giving many performances throughout the day when not making themselves perfectly "at home" in the lagoon. This day was so very popular and well attended that it was found necessary to have a second Children's Day the following day.

Out-of-Town Visitors' Day.—When about 30 members of the 48th Highlanders' band supplied the program throughout the day.

English Day, Irish Day, Scotch Day were all featured, with suitable programs and attractions.

Old Folks' Day.—When over a hundred old folks from the different homes for the aged were entertained in a most enjoyable manner.

Musical Day.—When selections were rendered from famous operatic numbers, in addition to the usual program. The number of artists was also increased.

Boy Scouts' Day.—When several boy scouts gave exhibitions of signalling and other scout activities.

It is interesting to note that Mr. C. H. Rooke, Manager of the Park, informed a representative from MEN'S WEAR REVIEW that invariably a better class of people were attracted to the Park on these special days as compared with the other days.

For a few weeks after the opening a famous Canadian expert canoeist was engaged to show the proper handling of a canoe, the exhibition taking place on the lagoon. He also made many small children very happy by taking them for short trips in his canoe.

A Boy Scouts exhibit is combined with an exhibit of all manner of outdoor accessories for camping, hiking, etc., with a boy scout in attendance.

A photographer, wearing an outfit of old-fashioned cut, takes old-fashioned tintypes, which are finished within a few minutes.

Quite a large space is given over to serving light refreshments and ices, with many quaintly-costumed girls in attendance. In this department it is not the intention to meet the great demands for ices, etc., as it would be quite impossible. The furniture here is all the artistic hickory style, and adds greatly to the Summer effect obtained throughout.

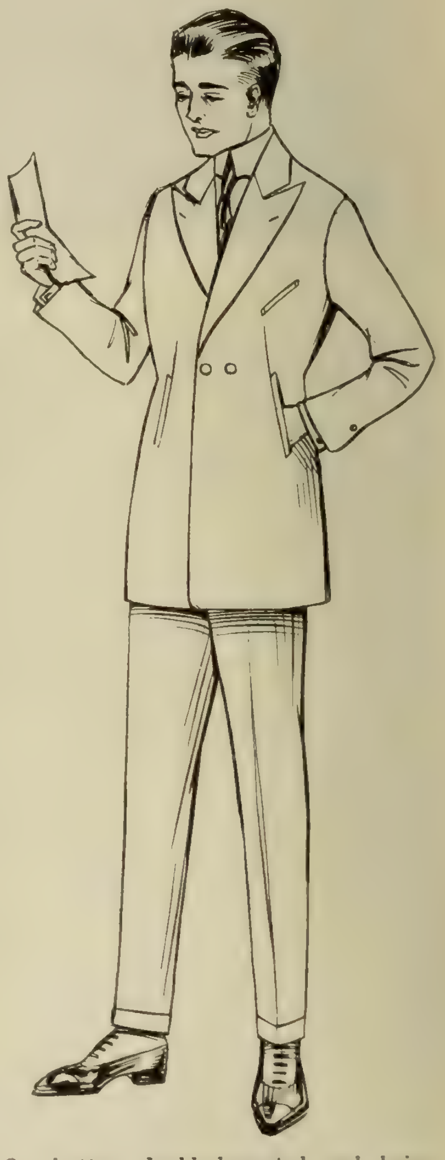
"The idea behind all of this is not to make money, nor to advertise, but to give the public something in the way of service," stated Mr. Rooke. He said he could not emphasize this too much as they did not want the idea mistaken for an advertising or money-making scheme. It would hardly be taken for such though, by the average person, the great attention to detail and the splendid features throughout showing such unique and satisfactory effects, all of which are being heartily recognized by the public.

STILL ANOTHER

Mr. Steinburg, president of the Monarch Overall Co., of Winnipeg, wired us that the report of their moving their plant to Mount Forest was news to him. The news item appeared in a Woodstock and Mount Forest paper. The rumor, however, seems to be without foundation and we regret publishing the note of last month, and take this means of contradicting same.

The Jersey cloth or imitation Jersey cloth caps are in for their share of popularity in the mind and on the minds of the general public, as represented in all classes of men that wear caps. They are light-weight, come in attractive colors and will sell readily the year round.

When you find yourself becoming too insistent with a customer who does not want to buy, remember how you feel when a book agent gets after you and you won't give up.



One-button, double-breasted sack being shown by Kaplan-Samuelsohn Co., Montreal, for Spring, 1920.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY
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Vol. IX. SEPTEMBER, 1919 No. 9

OUR readers, and particularly those personally acquainted with Col. J. B. Maclean, President of the Maclean Publishing Co., will learn with deep regret and heartfelt sympathy of the sudden death on August 17, of his son and only child Hector, aged sixteen years.

Hector was on a camping trip with Upper Canada College boys and was taken suddenly ill with acute indigestion. He was rushed in to Temiskaming, where medical attention was secured, but they were unable to save his life.

CANADA AND THE HIGH COST OF LIVING

SPEAKING at a reception given on the beautiful grounds of Mr. A. M. Hobberlin's residence at Port Credit, Hon. Arthur Meighen, Minister of the Interior in the Dominion Government, warned the people against talking without first knowing the facts. Never was there a time in history, he declared, when public officials were held up to so much ridicule and criticism. The world had emerged from the war only to fall into the troubles second only to the war, and if the world were to surmount the difficulties now besetting it, the principal duty of every citizen would be to understand public affairs thoroughly before talking about them, and criticizing them.

Mr. Meighen touched briefly on the high cost of living. There had been cases, he said, of unduly raising the prices of every-day necessaries of life, and something might be done to partially remedy the situation. But, he added, during four years of war, the supply of materials has diminished in relation to demand and will likely continue to do so for some time to come. Mr. Meighen pointed out, except for the United States, where the cost of living had risen only 74 per cent., Canada, with an increase of 76 per cent., had been injured the least of all belligerents by the high cost of living. Mr. Meighen declared that he was not arguing that unearned profits had not been made. There was, he said, an excess profits tax, which would partially restore the money to the people's treasury. Besides a board with full power of control over all men who sought to trade, had been appointed, and it would, he hoped, be able to cope with the situation.

Another speaker said that "After passing through the war, we have emerged into an age of censoriousness, unrest and dissatisfaction, from which this country is not exempt. There never was such an age for criticism. The cardinal sin of this Dominion at the present hour is talking without the books. From the Atlantic to the Pacific, from the Arctic to the 49th parallel, there is an epidemic in this country, in the press and everywhere else, of talking without facts. Don't be lead astray by every breath of rumor that you hear or see printed in the public press."

THE CHAMELEON HAS NOTHING ON THE NEW LININGS FOR SPRING

EVEN while the Peace Conference had convened in Versailles to decide the future destinies of all the civilized nations of the world—and Germany—a body of men unostentatiously met in New York for a purpose quite as significant, quite as far-reaching, of like importance to the Peace Congress. There were the master tailors, the fashion despots of the Western Hemisphere.

They met and the royal edict went forth: "Waists will be shorter, coats will be fancier cut, shoulders more heavily padded, waistcoats shorter to display more fancy shirt, ties of gorgeous hues, and linings with chameleon-like variations," of a truth, woman's kingdom is to be invaded.

The chatelaine bag for the business man, Georgette sleeves for those who have been tatooed, butterfly stockings for the socially ambitious youth, squirrel fur trimmings for the young knut's motoring togs, are suggestions for next Spring's wear.

To-day, a young flying corps officer was discussing the dress question (Heaven knows that branch of the service ought to know something about such questions) at lunch. "I thought our sky-blue suit with gold trimmings was about the most gorgeous since Joseph's coat," said he, "but the new styles!!! Goodbye-ee-ee!!"

A DIFFICULT PROPOSITION

Customer—"I'd like to see a suit that would fit me." Salesman (absently)—"So would I."—Browning's Magazine.

THE CHAIN VERSUS THE INDI VIDUAL STORE

By "Merchandiser," in *Men's Wear*

This Article Presents the Views of a Successful Retail Clothier Who Has Made a Careful Study of the Advantages and Disadvantages of Chain Store Distribution.

RUMORS of new chain stores in the men's wear field are causing considerable comment and in some instances anxiety. It is, therefore, well at this time to analyze conditions surrounding the operation of both systems.

The first point usually raised in favor of chain store operation is "increased purchasing power," resulting in cheaper buying. While this is true in principle, there are many factors at work which greatly offset this advantage. Every merchant knows that the merchandise desired differs in various locations. This not only pertains to pattern effects and styling, but weights of cloth as well. Then, too, measurements and size scales vary. Every one of these considerations must be given the very closest attention in efficient buying. This means that orders, although placed by one concern, will be badly split, thus robbing them of much of their attraction to the manufacturer. The quantity discount, however, bears a close relationship to quantity production with the intelligent manufacturer and will be reduced by him in direct proportion to the extent to which quantity production is impeded by splitting of orders.

The next factor entering into consideration is stock management. It has been found that in the case of some commodities like canned goods, cigars, etc., "interchangeability" is practicable. Slow moving stock may be shifted and overstocks disposed of. The factors stated as operating against quantity purchases also handicap the interchange of men's wear between stores to a great extent. This, then, reduces another basic advantage of chain store operation.

EXPENSE OF OPERATION

Expenses are next to be considered. It is variously claimed that expenses of operation are lower for chain stores. This claim cannot be definitely established for men's wear, inasmuch as there are not as yet sufficient figures available. It is disproved at present in those few instances where a small number of men's wear stores are operated in various parts of the country by the same interests. It has been shown there and clearly demonstrated that in order to produce the same favorable results under chain operation as previously obtained under individual ownership that the owner must either remain as resident manager or must be superseded by a person of equal or higher ability.

This plainly results in no reduction of managerial expense. The local manager must be consulted at repeated intervals in visiting the markets, which does not reduce traveling expenses. If an automaton is chosen as the resident head the condition of the stock will soon bespeak his lack of ability and the depreciation column will more than offset any reduction of managerial expense.

In addition to this, there must be taken into consideration the expense of the central management, which consists of the directing staff, office rent, stationery, buying force, bookkeepers, traveling auditors, stock inspectors, correspondents, etc. This is by no means an inconsiderable expense and operates pro rata against every store in the combination through the fact that this percentage must be added to the mark-up of the merchandise.

SERVICE IN THE INDIVIDUAL STORE

In the up-to-date retailing, service is the keynote. It commences with care in chasing merchandise of the right kind, pleasing to the local taste. It is a well-known fact that smaller ready-to-wear merchants in the market often go as far as picking garments suiting the preferences of individual customers. Stock so carefully chosen can be depended upon to move readily. No quantity discount will make up for the lack of such attention. The bond between the merchant and the customer is of uppermost importance. It has been established through conscientious service and resulted in a certain intimacy which the local manager sent from "headquarters" cannot possess. For him to acquire it will take considerable time and effort.

THE HUMAN ELEMENT

It is not the purpose of the foregoing to infer that it is impossible to operate chain stores in the men's wear line efficiently and profitably. It can be done if the human element is given a prominent place in the management rather than following ordinary chain store methods with their burden of red tape and officialdom supreme.

The well-established merchant need not fear that the fruits of a lifelong endeavor will be jeopardized through the new competition. The battle may be more intense, but he may intrench himself firmly.

A BLESSING IN DISGUISE

Time there was, but recently, when the heavy clouds of the mail order business looked more threatening to him than the shadow of the chain store to-day. Every intelligent critic of merchandising methods will agree that it was but a blessing in disguise. It has made the local merchant look to his business with greater care. Poor turnovers, with resulting ill-kept stocks, has given way to snappy, up-to-date merchandise. Unsightly fixtures have disappeared. Attractive display and life bestowing publicity have taken the place of drifting indifference.

Intensified activity along these lines will meet the chain store threat and will redound to the benefit of the business all around.

SOME DAINTY SHOW CARDS

Many Firms Use the Small Neatly-Lettered Show Cards for Both Store and Window Displays—They May Be Easily Kept Seasonable and Changed Quickly.

By R. T. D. EDWARDS

THE show card writer, whether he is a window trimmer or not, can do a great deal in encouraging the trimming of better merchandise displays by making show cards of such a dainty nature as to compel the trimmer to make better displays in order to be in keeping with the cards. In fact, better card writing in the interior, as well as the windows, encourages the better displaying of the merchandise on the counters.

It works vice versa also. If the cards are inclined to be poorly made the window trimmer can make his displays show up the poor show card so that it is absolutely necessary for better show cards to be made.

Use Small Cards

When one speaks of a men's wear display and the cards to go with it, the first natural thought is of something refined and not too showy.

The modern method of display demands small cards. Men's wear can be displayed in a very neat and attractive manner in windows with small suitably worded cards such as are illustrated. The small cards may be used in a prominent position in the display so that they may be easily read by the customer.

When you look at it in a commonsense way it stands to reason that the small card is better than a larger one. The smaller card takes up less room in the display, therefore, you have more room to show the merchandise.

Is Easily Read

The smaller card, when lettered neatly, can be as easily read when close up as the large card. Clerks never shout at the customer, so why should a heavily printed large card be used in a good display?

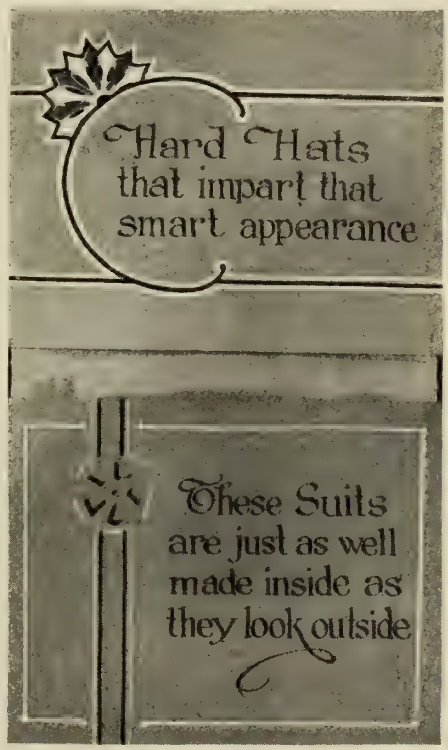
The small show card was first introduced by the department stores on this continent, and have become quite the rule. In fact, large cards for good displays are uncommon and are often looked upon as more or less cheap.

The large stores select a rather small card with a design suitable for the season of the year it is to be used, and carry that card all through their windows. Then when a change to another variety is made, it is all done in a day. Uniformity is the idea and so it can be done in either hardware, grocery, dry goods or men's wear stores just the same. The small card has a great advantage over the larger one because it can be carried out in the windows and interior of the store very quickly on account of so few cards being required.

Are Very Attractive

The two examples of small cards illustrated on this page are exceptionally good ones. They are very attractive in design and the colorings are of fall hues.

Both designs are of a conventional order and are illustrative of Fall flowers. The shades used are red, orange, light brown, blue and white, all in opaque colors. These are only a few of the combinations that may be used to produce effective results.



The colors may be changed around so that you get a variety of effects, but still have the same design.

If many cards of one design are desired, make an outline drawing in pencil on a piece of tough paper first. This may be used with the aid of tracing paper to draw as many as desired very quickly.

The placing of the opaque colors is a simple matter after the layout is marked out.

Try these designs for your Fall store and show cards.

THE NEW TOOKE STORE ON ST. JAMES STREET IS NOW READY

On the new Tooke store at 245 St. James street there is a facsimile of the original R. J. Tooke sign, where Mr. Tooke began his business career in Montreal just 48 years ago. This was in 1871. Mr. Tooke to-day enjoys telling of his modest capital and meagre stock of goods—"Though I hardly had my plans complete before I was offered the most generous help and accommodation," he says.

Canada at the time was beginning to feel keenly the abrogation of the Elgin treaty by the United States, and the erection of a high tariff wall against Canadian products by that country. It was in the days when the United States thought to force Canada into their union by commercial laws—for the American politician of the day argued that this country had grown dependent upon its neighbor for all manufactured products.

Mr. Tooke's store was started nearly eight years before Canadians were alive to the proper defence for such a move—the National Policy of protection.

"Had our protective tariff been then made as stringent and as high as that of the United States, which is almost prohibitive against competition in manufactured products, Canada would to-day have been richer by many billions," is the opinion of the present head of the Tooke firm.

After many years in a store facing St. John street, the Tooke store has been moved twice in ten years. The present store, just completed at No. 245 St. James Street, is the best equipped and most commodious yet occupied by Tooke's.

The building is one of the historic landmarks of the street. It was erected when all the fine residences of Montreal were below the hill—when Sherbrooke street and St. Catherine street were farm lands and pasture fields.

Yet within there is every modern contrivance and convenience for the smart and efficient service which a man demands from a man's shop.

"While our uptown shop has a large number of lady customers—ladies who buy for men—downtown we do not often have one lady shopper each day," says the manager.

The considerable delay in making formal mention of the opening of the new store was due to the non-delivery of the clothing wardrobes, which had been specially made for the reception of the new stock of semi-ready clothes.

But the new store as completed is attractive and home-like, with a quiet air of elegance, comfort and welcome pervading the shop.

Every department is clearly defined and arranged for quick service—for the lunch-hour shopper and for the train-to-catch customer.

There are quiet, restful spots for the leisurely buyer, who would prefer his shirts made to order, or his suits made to measure.

LOOKING AT BUSINESS CONDITIONS FROM THE FINANCIAL VIEWPOINT

Extracts From *Commerce Monthly,* Published by the National Bank of Commerce, New York

GENERALLY speaking, when the first half of the year has been passed, the time of business uncertainty has passed with it, and it is possible to look into the future and see what the next six months have in store for us. Commenting on this, the Journal of Commerce, in a market letter, voices the opinion that the time of uncertainty is now in the background and prosperity is definitely under way. It says: "This is evidenced by an improvement in basic industrial conditions of a character to justify confidence in its permanency. Building has not yet reached such proportions as to demand capacity production of steel, nevertheless, the expansion which was well started during May, showed greatly increased activity in June and July.

Beginning with May the tide of employment turned, and since that time workers have been in constantly greater demand, until to-day there is an actual labor shortage felt; this is a contrast to the opinion held and the fears expressed of widespread unemployment—no less than six months ago."

By midsummer it is usually possible to form a fairly accurate judgment as to the agricultural outlook for the year. And although the following remarks of the Journal of Commerce have their bearing on the crop conditions in the United States, the same viewpoint may be taken as accurately summing up our own crop condition. It says: "Although the wheat crop will fall short of the estimate of June 1, production will be about on a par with the autumn of 1918. While the corn crop had a late start, the rain in the last couple of weeks have helped considerably. The Government crop estimates and advices from trade sources seem to indicate a satisfactory condition. Widely varying reports are being received as to oat production, but it is generally understood that it will fall below the level of last year. The official Government estimate of the cotton crop for this year, made on June 25, foreshadows a yield of but 10,986,000 bobs. Since that date reports as to conditions in the cotton growing districts vary.

"Business in retail lines during June showed increased activity throughout the country, the chief demand being where it has maintained for the last few months—in textiles and clothing, furs, leather goods, jewelry and other lines of luxuries. The report of active and idle wool machinery for June 2, which has been recently issued, shows a decline in all lines of idle machinery reported, and a corresponding increase in the number of machines in operation. Cotton manufacturers have orders booked far ahead, and the demand for silk goods exceeds the manufacturers' ability to supply it.

"Expansion of domestic consumption after the restrictions of war was certain and desirable. The stimulus provided our industry by this increased consumption tided us over the first difficult months and greatly aided industry the transition to a peace basis."

Long Live the King and Queen
Welcome Returned Heroes
Canada's Hero
Welcome Home
Always on the Job
Back To "Peace" And The Ol' Work
The Man Who Did the Trick
The Last Troop Train
Honor To Canada's Nursing Sisters

"Victory Window" Dressed by F. G. Keeler for the T. S. Ford Co., Ltd., Mitchell, Ont.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, Aug. 7—From month to month the story in the market columns has almost invariably been one of advancing prices, and this month is by no means an exception. Limited supplies of goods coming forward, and values mounting to new high levels are the reports heard on every side. Of all the markets embracing the general dry goods trade, none report any declines in quotations, but there is a general strengthening, and even where advances have not occurred, there is a very firm tendency. Business is reported active with the retail trade, and the present season has been one of the best in years. Merchants who were holding off, fearing that markets would slump, are finding that such precaution is unnecessary and the thing to do would seem to be to secure the goods at present values, endeavoring to get deliveries before new increases are recorded. There is complaint among both manufacturers and some retailers that the incoming of shorter working hours generally is curtailing the production of goods which are already scarce the world over.

In the market for woollens, there is no indication of lower prices. Buyers returning to Canada from England, speak of the difficulties encountered to secure goods. Labor conditions and lack of fine tops are two principal factors contributing to a continuation of a very strong market. European buyers are also in the market for goods, and buyers state that they can see no lower prices for two years. It will be fully that time before normal conditions of supply again prevail. Canadian manufacturers are not in a position to accept new orders, and at present mills are running to capacity.

In cottons, the story is one of strong prices for materials, both here and on the American market. On the latter, goods are being so quickly picked up that practically the full amount provided for next Spring was sold during July. Manufacturers are not eager to take orders. Mills are reported booked up until next January. Fancy goods show advances and plain staple lines, too, were quoted higher towards the end of July.

Quotations on linens are practically double now what they were two years ago. New stocks are exceedingly hard to get and manufacturers in the Old Country are experiencing great difficulty in getting flax and the increasing cost of labor is making it by no means an easy matter to operate. There is nothing to indicate lower markets for a good while to come.

Like all other markets, the situation in silks shows marked advances. A plain silk that last March could be purchased at $1.46 per yard, can not be bought under $2.25 per yard at the present time. Plain silks in high colors are selling well and novelty silks, too, are in demand.

WOOL

WOOL.—The Canadian wool clip is being gradually assembled by the Co-Operative Wool Growers' Association, and is being placed on the market. This year the clip will total between 15 and 18 million pounds. Only about twenty per cent. of this is used in Canada, and the balance mainly finds a market in the United States. Prices are ranging all the way from 43 to 75 cents, according to grade, quality and shrinkage, but the average price is around 65 cents per pound. The market just now is very strong for all fine wools. The demand is abnormally high, and stocks of fine wools are almost depleted. There is also a very active market for medium wools, but the coarse grades are slow. Most of the Canadian manufacturers are working to capacity, and have more orders than they can hope to fill for some time to come. In fact, orders are being refused. As stated in another column of this issue, a Toronto wholesaler tried to place an order for six hundred yards of blue serge, but was unable to do so. The situation in England is one that has been greatly hampered by labor difficulties and also impaired shipping facilities. There are all kinds of Australian and New Zealand wool waiting to be shipped, but cannot be handled because of the lack of tonnage. Then again, mill workers in the Old Land have only been working about half time, and many of the men who were employees before the war, have not yet returned to their work. The output is, of course, very much curtailed, and buyers who have recently been abroad state that it will be fully two years before there is any normal supply of stuff. Buyers express the opinion that there will be no return of easy prices. Under present conditions there can be no lower values, and ruling quotations now on woollen lines are from three to five times as high as in pre-war times. Canadian buyers who have been in the Old Country speaking of the difficulties encountered in securing materials. There is a big demand from European centres for all kinds of woollens, and buyers even in the home market are on the spot ready to pick up any materials that they can get hold of. Goods are still, however, being apportioned to buyers on a basis of equal distribution, and it is not possible to buy of any one thing as much of it as one would desire. The opinion among Canadian dealers is that prices next Spring will be higher, and that the removal of the five per cent. surtax on Old Country goods coming into this country will not be a factor of any account in reducing prices. Merchants who bought early may consider themselves fortunate, as continued scarcity of materials is not unlikely. It was very difficult to buy Scotch tweeds in the Old Land, and prices will be from $6 to $8 per yard here. Worsteds, too, which are big sellers in this country, will sell from $7.50 to $10.50 per yard.

COTTONS

Buyers Find Scarcity of Goods in New York Houses, and Goods For Next Spring Show Sharp Advances

COTTONS.—The situation in cottons continues very strong, and buyers are finding it exceedingly difficult to purchase goods at anything but prices that show very marked advances. A buyer of cottons in one of Toronto's large wholesale houses told MEN'S WEAR REVIEW that on two recent visits to New York City, for the purpose of buying cottons, he had found it very hard to buy, and prices were very much higher than last year. On the first visit he was buying wash materials for next Spring. The staple lines didn't show so big an advance, but all fancy stuff was very much above last year's quotations. Fancy printed voiles ran on an average of 30 per cent. over last year's prices. Fancy printed goods are in great demand. The sharp jump in prices is attributed to the big inquiry, and also to the fact that the mills are paying much higher wages than a year ago. On a trip to New York three weeks later, this buyer dropped into the same houses where he had purchased these materials, and found that prices had again jumped from 2½ to 10 cents per yard, according to the grade of goods. The additional advance amounted to about 15 per cent. These extra advances were accounted for by the fact that there were so many buyers in the market during July that practically the full amount provided for Spring had been sold up, and manufacturers had to go into the market for additional goods in the grey (unfinished cotton), basing their advances on just what they had to pay themselves. Buyers who were fortunate enough to be in the market early, will have an advantage over the buyer going into the market now. There seems to be no limit to where the market might go. Even plain staple lines advanced in the three weeks intervening between this buyer's two trips.

On the occasion of his last visit to New York, he was buying chiefly towels, towelling, and such like. He found the market for these goods very high. Manufacturers' quotations for future delivery were so high that he bought scarcely a dozen towels. However, he was able to buy some good quantities from commission men at a saving of from 20 to 25 per cent. on mill prices. Manufacturers all reported being booked up to next January, and were not at all eager to quote for later delivery. Going through jobbing warehouses, stocks of staple goods were found to be very light. Heavy business was reported in all directions, and a scarcity of goods in the coming months was prophesied.

Canadian textile mills have had to face strikes and labor difficulties of a more or less serious nature, and all this has had the tendency to strengthen the market. Canadian mills are not at all anxious to accept orders at the present time, already having more than enough to keep their plants going for some months to come. All indications point to a return of war-time prices, there having been already two ten per cent. increases since April, and future buying is bound to be at even higher figures.

HATS AND CAPS

HATS AND CAPS.—Most of the wholesale houses, as far as hats are concerned, are prepared to ship at least seventy-five per cent. of orders taken for Fall delivery. The imported lines are coming in freely, and it is expected that orders for these goods will be filled 100 per cent., that in spite of the extra demand that was anticipated by the retailers when they placed their Fall orders. Prices on lines for immediate deliveries are up in most instances $2.00 to $3.00 per dozen, on some imported lines $6.00 per dozen. This will mean a $1.00 advance to the retail price, per hat. Hatters' fur is a little easier, although still high in price, braids, ribbons and sweat bands are all up, due to the recent advance in wages to operators on these lines.

Caps are high in price and none too plentiful, although the labor situation is clearing up and production should be back to nearly normal in a short time. Manufacturers have been holding out against the labor demands; office help have been keeping the wheels turning, and only rush orders and regular customers have been looked after.

There are some new all wool and imitation Jersey cloths out that will make attractive caps, and should sell well. These will be retailed at from $2.75 to $3.00.

CLOTHING

CLOTHING.—The clothing industry as a whole have never been so far behind in their deliveries of Fall orders. This, however, had been expected, and a great many merchants placed larger orders than they really wanted or expected to get deliveries of, with the idea that they would get about 75 per cent. of the whole order filled, and would thereby be in shape for the earliest demands upon their stocks. The Eastern clothing manufacturers have in most instances decided to send their representatives out from two weeks to one month later this year. A letter to this effect has been sent to their old customers and it gives as the reason, the fact that they have been disappointed in receiving materials, have not had the time to make up new samples and believe the merchants would rather they completed their order on hand than tie up deliveries by using machines and labor in getting out next season's range of samples. Prices for next Spring are up. They couldn't be anything else with the new schedule of wages and shorter hours that the manufacturers have been compelled to grant the factory operatives.

NECKWEAR

It is getting increasingly difficult for manufacturers to secure sufficient materials of the better grades to allow their machines to run to capacity on orders already in hand. Neckwear firms are in most instances withholding quotations for spring delivery, preferring to make up for assorting orders and immediate delivery needs. It is rumored that French silks are again on the market and are cheaper than either the American or Italian lines. It is difficult to estimate what effect this will have on the market here until something definite is known as to quantities arriving for consumption. The buyers for neckwear houses will welcome relief from any quarter as most of them have been sidetracked by the American mills, who have stalled on deliveries, and taken new orders at higher prices. Boxing cravats for Christmas will not be as popular with the trade as in former years, not that the demand will be less, but it is hard to get deliveries of boxes and hands to fill them. And therefore, it is expected that where possible, shipments will be made without special boxes.

STOLLERY'S AT BLOOR AND YONGE STREETS, TORONTO, ENLARGE PREMISES

The addition of a second floor and the enlargement of the main floor combine to make Stollery's haberdashery one of the finest of its kind in Canada. The lower floor has been lengthened and now reaches a depth of 70 feet, while the second floor has dimensions of 100 feet and 34 feet. This gives the store a total floor space of 5,000 square feet.

The original store, which has been in operation for eighteen years, has been unaltered in furnishings. The additional length, however, gives more space for show cases and for the fine gumwood staircase that leads to the second floor.

This floor is spacious and exceptionally light, there being large windows along the north and east sides. Along both sides are pannelled showcase cabinets of gumwood with three-panel mirror alcoves and trying-on apartments of the same material placed at regular intervals. The showcase cabinets are of the most up-to-date, compact kind, adding efficiency to the service of the store. They display a large quantity of goods in a small space, thus leaving the large central aisle for customers.

Luxurious Wilton rugs dorn the wide aisle passing around between the showcases and display cabinets.

These rugs give an air of prosperity and dignity to the efficient appearance of the furnishings. To the rear of the staircase are more cabinet showcases similar to the ones in the front of the store. One innovation here is the boys' barber shop, which has been built to one side of the staircase.

On the second floor are displayed men's and boys' clothes and furnishings.

EDITOR'S NOTE.—It was intended that this article should be illustrated, but owing to delay it was impossible to get the photographs reproduced in time for this issue.

COLLARS & SHIRTS

MANUFACTURERS STATE THAT INCREASE ON COLLARS SHOULD HAVE BEEN MADE ONE YEAR AGO

Not Sure of Market Conditions Retailers Were Given Benefit of Doubt and Increases Held Off as Long as Possible.

THE following information with regard to increase in prices of materials in connection with collar making, that decided the new price on collars may be of interest to our readers. A prominent manufacturer while in conversation with a MEN'S WEAR REVIEW representative, stated: "That the increase in price of collars that went into effect on July 4th, should have taken place last October, and it would have gone into effect had it not been that the armistice upset world conditions, and we, along with everybody else, thought that we should await developments.

"We anticipated that the cotton market would fall, but in the meantime had been obliged to protect ourselves by long term contracts. The cotton market did fall, and we placed a certain amount of materials at reduced prices. Since then cotton has risen so that today it is higher than it has ever been.

"The price of labor, however, was not reduced, but on the contrary, jumped to almost double in a short space of time.

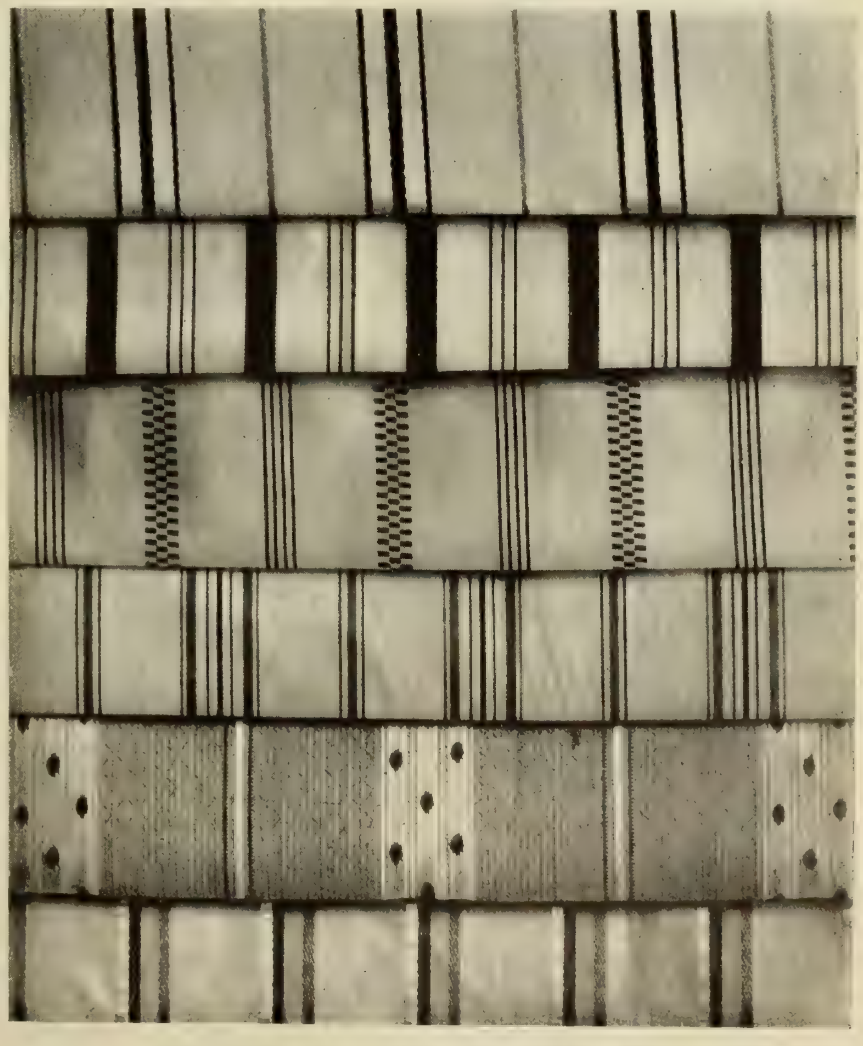
"You will appreciate what the increases have been in the cost of production, when we tell you that the materials that enter into one dozen collars cost us 230 per cent. of what they did in 1914. Thread has advanced 200 per cent., while some laundry supplies are up as much as 500 per cent.

"The cost of selling, too, has not been reduced, and the increased cost of travelling expenses, in addition to the items mentioned above, helps to keep the price of collars high. We shall be glad to have you pass along these figures to your readers, so that they may see we are justified in taking the step we have done, and also that they, in turn, may talk facts when customers express surprise at the increased cost of them."

The figures quoted above are a revelation in themselves, and will no doubt give the trade a better idea of just why collar prices were increased. And convinced themselves, it will make it easier for their customers to see the justice of the move upwards.

Shirts Show Slight Increase

The market as far as shirts for dress and every day wear has been remarkably steady, some manufacturers reducing prices on delivery for Fall, due, no doubt, to the advantageous purchase of cotton at lower prices when American firms were railroaded into a mild panic, from which they recovered only when enough orders had been taken to use up any surplus stock, and keep the mills busy for six months to come, when these orders were filled. Prices on the raw cotton and piece goods markets were back to normal, and are now higher than ever before, and these manufacturers are to-day quoting prices for spring delivery at an average of 10 per cent.



New shirtings in the Spring line of Tooke Bros.

higher than last year or this Fall.

Patterns with finer stripes in blues and blacks are very much in evidence amongst the new samples for Spring delivery. Also hairlines in blues and blacks and a smattering of self tones, with very small checks.

In the better class American store they are showing and selling a great number of very neat light-green checks and stripes, with collar to match. Prices there for this class of shirt average $3.00, and with collar to match $3.50. In most cases where they were part of a window display, ties to match found a striking combination, and upon inquiry from one of the salesmen, found that the sale was usually consummated only when the three articles had been purchased.

Check Collars Take Trade by Surprise

It has been quite a surprise to a great many haberdashers the way the check collars in black and white silk have taken hold on all sorts of dressers, old and young alike. One of our representatives seeing a window dressed with these collars, inquired of a salesman how they were selling. And the answer was: "Fine, and you never know 'who's next.' An old gent comes in, looks around, puts his money on the counter, and says: 'Got a couple of those quiet collars that would fit a young fellow like me?' And the next one will be a young fellow that wants something out of the ordinary; something new. And away go a couple more. Yes, sir! I'll say we sell a few." And sure enough, two customers were outfitted with check collars while this conversation was going on.

Silk Shirts to be Big Sellers

That the silk shirts will be in greater demand than ever this Fall and Winter is evidenced in the fact that over one-third of the orders placed with manufacturers both here and in the United States call for silk or fibre silk shirts. The patterns are quieter than formerly, but are not what one might call unobtrusive. Yet, as it is a fact that when a man pays over $5.00 for a shirt, silk or otherwise, he likes to see something for his money's worth, especially when worn with a vest—the few inches that ordinarily show must be of a striking character or the expensive effect is lost sight of. The combination of colors are in most instances blues and greys, black and red, green, red and black, and blue and black, in wide and narrow vertical stripes.

The Punchard-Birrell Co., Toronto, Ont., have again enlarged their organization and facilities for maufacturing men's and young men's clothing. Mr. G. H. Brett, who for many years has been connected with one of the largest clothing concerns has been engaged as designer. We wish Mr. Brett every success in his new position and feel sure that his efforts in the trade will be widely appreciated.

THE PRINCE OF WALES SETS MEN'S STYLES IN CANADA

Following the Visits of the "People's Prince" Clothiers Note That English Styles are in Demand.

In England His Royal Highness the Prince of Wales has a marked influence upon the attire of the well-dressed Englishman. Unlike some of his forbears, who have set the pace for Englishmen, the Prince does not lean toward loud patterns or extreme styles. His hats are always of a conservative shape, suit of grey and his shoes are of a last that are made more for comfort than style. He has the reputation of dressing with quiet good taste typical of the average English gentleman. At the Ascot races he set a new style when he appeared in a one-button morning coat, fastening at the waistline. In Canada to date he has appeared mostly in the uniform of a Captain of the Guards, with which regiment he served in France, but in the photographs that the daily press have been showing lately he is to be seen in a number of different outfits. In evening clothes he dresses in a rather quiet, unexaggerated style. In out-of-doors suits he wears grey, invariably a white shirt and double collar, which has not the same hold in England as it has in this country. His shirts, on every occasion possible, have the soft style of cuff, although never has the Prince appeared in anything but a boiled shirt for formal occasions. Frills, pleated bosoms or exaggerated evening ties are not a part of the Prince's programme in dress. The merchants in Canada have been most affected by the abnormal demand that the Prince's visit has occasioned for "plush toppers," "tiles," or whatever one may choose to style them. One merchant says he sold from 25 to 30 tiles in a few hours previous to the Prince's visit. And these at from $7 to $10.00 each.

It is to be noted that at one of the garden parties held in his honor that there were some three hundred men in evidence, and practically every one was equipped with the regulation "London Topper."

The men of any country would not go far wrong in modelling their dress after that of the Prince of Wales. He is just past twenty-five, is handsome, has an engaging manner, frank, boyish smile, and an otherwise very charming manner. He somewhat follows the pace set by his grandfather, King Edward, and is particularly like him when wearing a silk hat, as it is usually worn at a decided angle, so familiar in the many pictures of King Edward. His visit will long be remembered by Canadians, and the effect of his personality will do more than wean the men away from the fussy, rather effeminate styles previous to the war and starting up again after the armistice was signed.

LOOKS LIKE $18.00 MINIMUM FOR SHIRTS

Increases of From 10 to 15 Per Cent.

THERE has been an excellent demand this season for silk shirts and fabric shirts of the better grades, at prices ranging from $5 to $13 apiece. This department of the men's furnishing business has grown considerably in the last few years, and is indeed proving very profitable, due in some part to the increased prices asked and the ready turnover at these higher prices. Many merchants have lost considerable business through lack of ability of manufacturers to supply repeat orders. Talking with a prominent shirt manufacturer, it was learned that there never has been such a shortage of men's shirts as at the present time. While the factories are busy, they are not working to capacity, due to the scarcity of skilled labor. This condition is likely to last for some time, or at least until the ban on immigration has been lifted, which, if reports coming through are correct, is likely to happen about the first of the new year.

On account of the length of the summer season and the extreme warm weather experienced earlier in the season than usual, the stocks of made-up shirts on the floor does not amount to much compared with a normal season. The manager of a large factory told a MEN'S WEAR REVIEW representative that usually at this time of year they have from fifteen to twenty thousand dollars' worth of goods made up and in stock at this time of the year, while to-day their stock would not represent that much in hundreds. He also stated that they had been obliged to turn down orders from one firm alone that would have kept their factory busy for three months.

Prices continue firm, and while samples for Spring are not yet complete the general impression is that from 10 to 15 per cent. increases may be expected over the present prevailing quotations.

It looks like $18 as the minimum price, and manufacturers will have to manoeuvre some to produce shirts at that price that will appeal to the trade. Retail merchants will be well advised to buy as early as possible and accept deliveries when they can get them, as all indications point to a scarcity for the holiday trade.

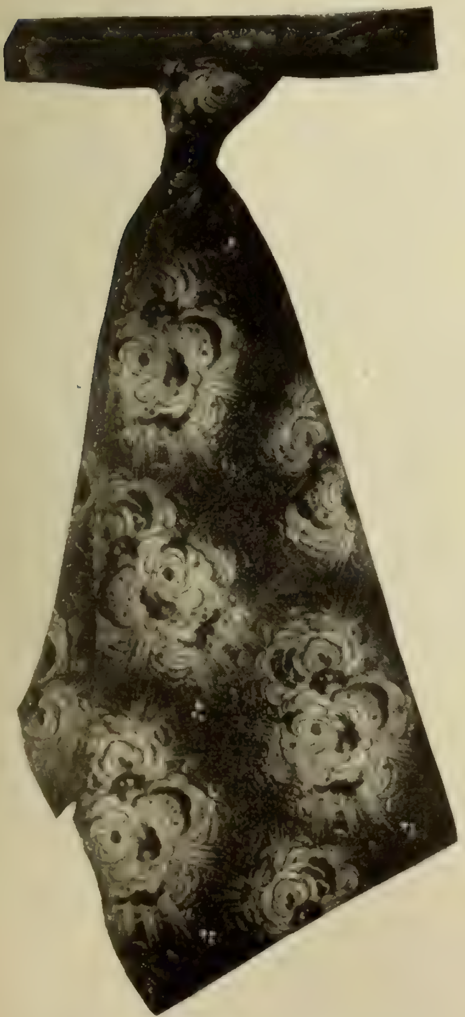
NECKWEAR

SILKS OF ALL KINDS SCARCE, HIGH IN PRICE AND OF AN INFERIOR QUALITY

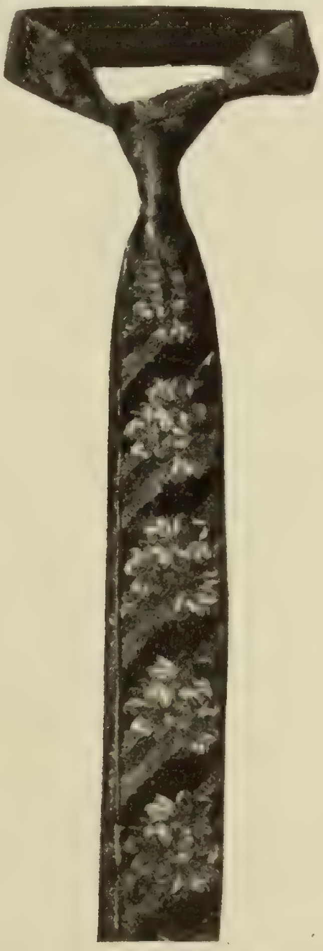
New Patterns Seem to Favor Bar and Floral Designs and are Not Quite as Wide as Formerly.

PROBLEMS of production of neckwear seem to be on the increase, rather than the decrease, and buyers would be well advised to plan their orders just as soon as possible. There is absolutely no chance of any reductions in the near future, and quality is not now up to standard, and will be lower rather than higher. The range of patterns is not as large or varied as the usual lines shown to the trade for Fall and holiday business, but among them are some brand new ideas, patterns and styles, and the lines of several manufacturers that have been shown to a MEN'S WEAR REVIEW representative are attractive, to say the least. We illustrate a few of this range, picked at random from the lines about to be shown the retail trade. It will be noticed that there are some narrower styles, cut from the straight of the goods, also derbys, tubular and regular flowing end styles.

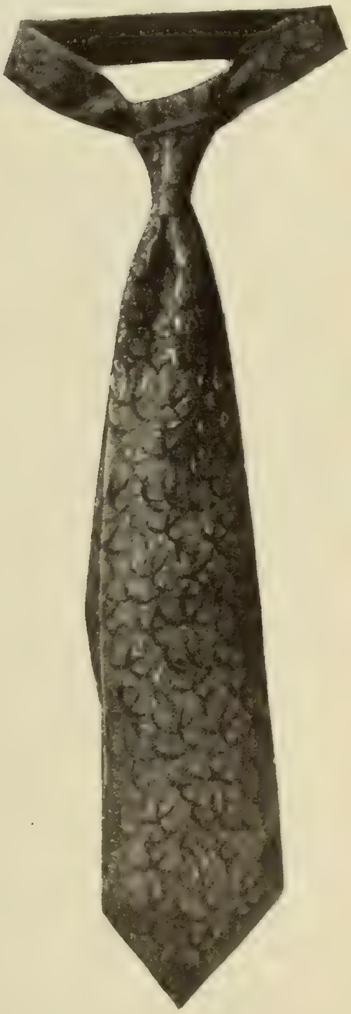
Self tones are meeting with the approval of the well dressed, and these together with the narrower styles of both these materials, will be good sellers for Fall or holiday.



New floral design in Faille being shown by Van Allan Co., Limited.



Reversible Derby with popular floral and panel pattern. This style of tie has been very popular in the United States amongst the particular dressers. It is especially adaptable to double collars, slipping easily through band. From appearances one is apt to think that there is less silk used in manufacturing this style of cravat, but as a matter of fact the material used does not cut to as great a saving as the regular flowing end styles. There is therefore very little, if any, difference in price between the two styles.



English four-in-hand, crepe Faille, conservative shape, that will appeal to good dressers. This tie is especially adapted to the turn-point collar.

THE PRICING OF GOODS AND THE FIGURING OF PROFITS

Some Light Thrown on a Subject That is Always of Interest and a Vital Point in Every Establishment.

Credit Men's Journal

DESPITE the barrels of ink and the bales of paper which have been consumed in the effort to clarify the subject, how correctly to figure profits remains a big question mark in the minds of many merchants, retailers in particular.

As evidence, only recently a dealer-customer dropped into an establishment, and in the course of conversation the matter of profits came up.

"If I buy a gun for $40 and sell it for $45, what percentage of profit have I made, and how do you figure it?" he asked.

"You mean, how much have you lost?" he was asked. It nevertheless required pencil and paper to convince him that he had lost anything.

Of course, if a dealer does not know his selling costs, and it is feared that many of them are in the dark in that respect, it is difficult to make them see the light, and the task of enlightening some of them is almost hopeless. They will continue to "grope around" and proceed on the theory that whatever remains in their cash registers or their pockets represents profit.

In the case of the dealer referred to, he was in doubt even as to the correct method of ascertaining percentage of profit, and it was a pleasure to show him how it should be done, simple though it may appear to experts.

The percentage of his profit was—and is—obtained by subtracting from the selling price, $45, the cost price, $40, which left a gain of $5, and dividing this gain, $5 by 45, which gave a percentage of approximately 11 per cent.

If as estimated, this dealer's cost of doing business averaged 17 per cent., he lost 6 per cent. on every transtaction such as he had cited. In other words, instead of making $5 profit, he really lost $2.70. However, it was difficult for him to see it.

"I can't see how it cost me $7.65 to sell a $45 article," he remarked. "How do you figure that my selling expense amount to 17 per cent?"

Figuring Selling Costs

With pencil and paper he was convinced. It was little more than elementary work, but there are not a few other modest merchants who are unaware that the way to reckon the percentage of cost of doing business is to divide the total expense—and "total" means every item of expense—by the total amount of sales. For instance, if the year's sales aggregate $15,000 and the exoenses $2,500, dividing the latter by $15,000 leaves 17 per cent. as the percentage cost of doing business, which represents the true selling cost.

Profits always should be figured on the selling price, because the percentage of selling expense is invariably reckoned on the selling price and unless gross profits are calculated on the same basis, it is more than likely that a discrepancy will be found when an accounting is made.

It is in this respect that many dealers go wrong. Having found the cost of doing business to be say, 20 per cent.—on the selling price, of course—they mark up their goods at an advance of 25 per cent. in order to earn a net profit of 5 per cent. Their mistake lies in figuring their selling percentage on the selling price and their gross profits on the cost price, two wholly different bases.

To make the falsity of this situation even clearer, let us figure on the total sales for a year. For every dollar's worth of goods sold, the dealer's expense amounted to 20 cents. He bought an article for, say, 80 cents, and added 25 per cent. to it, that is, 20 cents, making the sale price $1. Instead of a profit of 5 per cent., the amount added to the cost exactly equalled the expense of selling the dollar's worth of goods. Example: Total sale $1, expense 20 cents, balance 80 cents.

The system of calculating costs and profits here outlined is that followed in our own house, a big wholesale establishment maintaining a retail department, and its age, growth and long-continued success is proof enough that the system is right.

Table for Pricing

To permit of ready calculations, we have reduced our cost and pricing system to tabular form, in which shape it is instantly available to all those whose duties require reference to it. We have found it so useful I have no doubt it will prove of equal service to others. Here it is:

For profit upon selling price of:

12½ per cent. add to cost 15 * per cent.
15 per cent. add to cost 17½* per cent.
16 2-3 per cent. add to cost 20 per cent.
20 per cent. ad to cost 25 per cent.
25 per cent. add to cost 33 1-3 per cent.
27½ per cent. add to cost 37½* per cent.
30 per cent. add to cost 45 * per cent.
33 1-3 per cent. add to cost 50 per cent.
35 per cent. add to cost 55 * per cent.
37½ per cent. add to cost 60 per cent.
40 per cent. add to cost 65 * per cent.
42½ per cent add to cost 75 * per cent.
45 per cent. add to cost 80 * per cent.
50 per cent. add to cost 100 per cent.

Figures marked thus (*) are a fracton from being exact, but are near enough for practical purposes.

This table operates in this way:

Suppose the cost of doing business is 16 per cent. and it is desired to make a net profit of 15 per cent.: Added, they total 31 per cent., and possibly this total might prove sufficiently convincing for some merchants.

As a stern matter of fact, however, to obtain a profit of 31 per cent., on a selling price, the table shows that it is necessary to add 45 per cent. to the cost. If 31 per cent. were added to the cost of doing business, the profit would be only about 24 per cent., as the table also makes plain, and this would mean 16 per cent. for doing business and 8 per cent. for profit, or a little more than half of the 15 per cent. it is desired to obtain.

Anyone who takes the trouble to study this little table and apply it to his business is likely to value it as highly as it is valued in our own establishment, where is has proved a sure chart to certain profits.

MONTREAL HOUSES SEND SALESMEN OUT MONTH LATER THIS YEAR

The Clothing Manufacturers Association of Montreal, which comprises the leading wholesale clothiers in that city have decided not to send out their travellers to their respective territories with Spring samples before October 1st.

This decision was arrived at in order not to interfere with the manufacture of Fall orders, which would be the case if they were obliged to get their Spring samples ready at this time.

The general labor unrest with the consequent falling off in production, has not escaped the clothing industry, and this, coupled with the fact that cloth materials are slow in coming to hand from the mills, has very seriously interfered with the manufacture of the Fall season orders.

It is considered in the general interest that the Fall orders be further advanced before commencing on the Spring samples. The manufacturers also feel that they will in this way be able to show a more complete range than if they were obliged to rush their samples through at an earlier date.

Samuel Hart & Co., clothing manufacturers, Montreal, have opened a new factory in Quebec City, with the latest type of machines, equipped for 250 extra employees.

Mr. I. Cohen, who for the past ten years has been representing Montreal Raincoat Manufacturers in Eastern and Western Ontario, has started in business for himself.

NEWS FROM THE SMALLER WESTERN TOWNS

Written by Men's Wear Review, Western Representative

Interior Geo. Snowden Store, Calgary, Alta.

In the parlance of the theatrical profession, to "Stop the Show" means to put on a vaudeville act so good that the audience refuses to let it go. In Medicine Hat, Alta., George Snowdon "Stops the Crowd" every time he dresses his windows, which is about twice a week. The men's furnishing store which George conducts is a little one on the main street, but it more than makes up in appearance what it lacks in size, which is to say that the artistic nature of a store proprietor plays a very important part in the development of business.

Not only are the windows dressed in stunning style, but the entire interior of the store is artistically finished with wooden trellis work designs upon the walls, refined tapestries, by the use of palms and by lithographs furnished by manufacturers.

In his window displays Mr. Snowdon achieves very striking effects by his carelessly draped velvets to form a base, and by his backgrounds of pillars and panels covered with striped tissue paper. The use of a handsome brown cane-seated chair, a new gladstone bag, a walking stick, a championship cup or some such articles lend strength to a display of ties, collars, shirts, hats or fancy waistcoats.

It is the custom of this young merchant to specialize in one line while dressing his windows. He believes that the attention of passers-by is more easily concentrated on say a window full of hats than a general collection of men's wear. Furthermore, he aims to get immediate results by putting a price card in the window. On the day the representative for MEN'S WEAR REVIEW was in Medicine Hat, he had a wonderfully attractive display of four-in-hand ties, with an ornate hand-lettered sign prominently displayed bearing the words:

Pick them out. Any tie in the window 75c

Mr. Snowdon states that he never fails to make sales as a result of his window displays. Often when he has put in a window in the evening there are several early birds out the next morning to secure first choice of the goods offered for sale. It should have been mentioned that the use of brilliant lighting effects plays a strong part in bringing attention to bear on the windows after dark.

The fact that Mr. Snowdon takes a keen interest in sport has a very marked effect on his business. As secretary of the Medicine Hat senior baseball team he is constantly associated with young men. Not only does he secure their business, but the trade of visiting teams. He is also secretary of the Curling Association.

During the war when the Red Cross drive was on Mr. Snowdon won two first prizes for the best dressed windows in town. He also was awarded first prize for the best decorated float in a parade.

Visits to a great many men's wear stores in Western Canada disclosed the fact that the great majority of them are selling away below the values quoted in city stores of the same description. In the city stores where the turnover is much more rapid, merchants are obliged to mark up their stocks in accordance with current market prices. Not so the country dealer. In most cases he has had a considerable portion of his goods in stock for months and he has hesitated to mark them up fearing the competition of his opposition.

"I know I am not getting enough, and that when I buy new lines I will have to pay almost as much for them wholesale as I am now selling for retail, but what can I do? The other fellow will not come across, and I cannot combat competition of that kind." That is the line of talk that most men's wear dealers gave the representative of this publication when he called upon them. Through failure to get together in order to secure fair, legitimate prices they are daily losing money and paving the way toward difficulties in the future when they receive their new stock and are obliged to put up the prices. In several stores the merchants were taking orders for tailor-made suits by means of sample books supplied them, and in every case the prices asked were out of all proportion to the lower prices asked for the suits in stock.

EARLY FALL IS SOFT HAT TIME

More Sales of Both Soft Hats and Derbys Will Result by Reserving the Derby for Winter

A MAN who buys a leather belt buys an article in which service counts, and appearance counts, but into which style does not enter to any extent. Consequently a man buys a new belt every two years or thereabouts.

Only that precious element of style keeps the hat out of the leather belt class and makes it the mainstay of an industry which helps support something like 30,000 retailers in this country.

People who wish the trade well have regretted in recent years the absence of the derby as a positive force in hat style. Every hatter has carried them, but their real vocation has been that of soft hat seller. While the soft hat, as a mainstay, has permitted more variety and novelty than the derby in the days of its ascendancy, the passing of the derby as an essential item of a man's costume has been deplored as reflecting a relaxed style sense and reducing by one the hatter's sale possibilities.

Now the derby is showing signs of a return in force. It will be a pity if the trade does not extract from this extra hat the added profit which such a development should bring them. It is a matter on which hatters should work as a well-organized whole rather than as independent and unguided individuals.

If derbys are given prominence as soon as the call for fall hats develops, no style point will have been made and no profit will have been gained by their long-awaited and much heralded return.

If the revival of the derby is to mean anything to us it must be as a winter hat—a special hat for a special purpose. It should not be forgotten that not so long ago the soft hat occupied the position which the derby now holds—the derby held the place of power; the soft hat was the interesting newcomer. The trade hailed it as a hat which was to furnish opportunity for an extra sale. "Don't wear a derby all the time—try a soft hat for outing, for motoring, for informal wear," was the tenor of hat advertising at that time. But in their eagerness to give the soft hat its due, the trade failed to preserve the rigid style distinction which should always be applied to it, with the unwelcome result which all now recognize. The soft hat flourished—and the derby was crowded out altogether.

We have now the opportunity to restore the old equilibrium of derby and soft hat, and by judicious style, counsel to keep it in the trade as a factor of the business.

Window displays, advertisements and interior showings during August and September and the early part of October, when the straw hat season has been wound up, should be concentrated entirely on soft felt hats. Derbys should be excluded as rigidly as straw hats in the winter time—their appointed day has not yet arrived, and they should not be seen in the window of the discriminating hatter. The acknowledged merits of the light, comfortable soft felt hats—this early fall hats—should be kept before all hat wearers.

Fall hat sales should be big, and this campaign should enable us to do a distinct season's business in these two months.

After October 15, conditions change. Overcoats are worn, changing men's outlines. Cold winds and early snows put the light weight, light color soft hats out of fashion, and makes place for hats which do not show rough treatment. The opera opens, theatre parties are the vogue, social functions increase—all calling for the decorous derby hat.

Hatters should do more than reflect these changes. They should point attention at them and make them the occasion of a new hat season—the derby season. October 15 should be signalized by solid derby displays, and derby talk should predominate in the store and in the store's advertising, just as August 15 was marked by emphasis of the soft hat.

If hatters generally will follow such a programme we can surely put the derby back on its feet—and not only bring back the derby, but preserve for the soft hat its present desirable popularity. Such a programme will not only mean selling more soft hats—it will mean selling more derbys, and doubly assuring the return of their vogue when the derby season comes around, because then undivided attention can be given them, and even men who want, and will always wear soft hats can be induced to try a derby, too; whereas at the beginning of the season, if asked to choose between reliable soft hat and new derby, they would invariably choose the derby.

The hat business is a style business and the only way we can get out all there is in it is to maintain an encourage its style traditions and distinctions. If we do not insist on them ourselves, hat wearers will never learn what they are.—From the "American Hatter."

HATS and CAPS

HEAVY DEMAND FOR FELT HATS—SHORTAGE PROBABLE

The shortage of straw hats this season foreshadows a similar condition with relation to felt hats when the Fall season opens. Last season felt hat stocks were reduced to a minimum and buyers have deferred placing orders for their normal requirements for Fall until recently, hoping thereby to be able to take advantage of lower prices for hats. As predicted in these columns, hat prices have not been reduced since the Fall lines were introduced, but buyers did not finally decide until very late in the season that lower prices could not be expected. There has recently been an avalanche of orders received at the felt hat factories—a volume in the aggregate which it is impossible to fill in the short time remaining before the opening of the Fall season and in consequence it is freely predicted that the situation will be quite as serious in felt hats as it was in straws, and moreover prices will be higher than when the Fall lines first went on the road.

The demand for velour hats will be greater than at any time heretofore and there will surely be a scarcity of the fine qualities on account of the inadequate supply of the best fur for velour hat production. Green will continue to be the dominant color, with limited demand for black and brown. Only the regular velour hat shape will be worn. Novelty styles will not be approved.

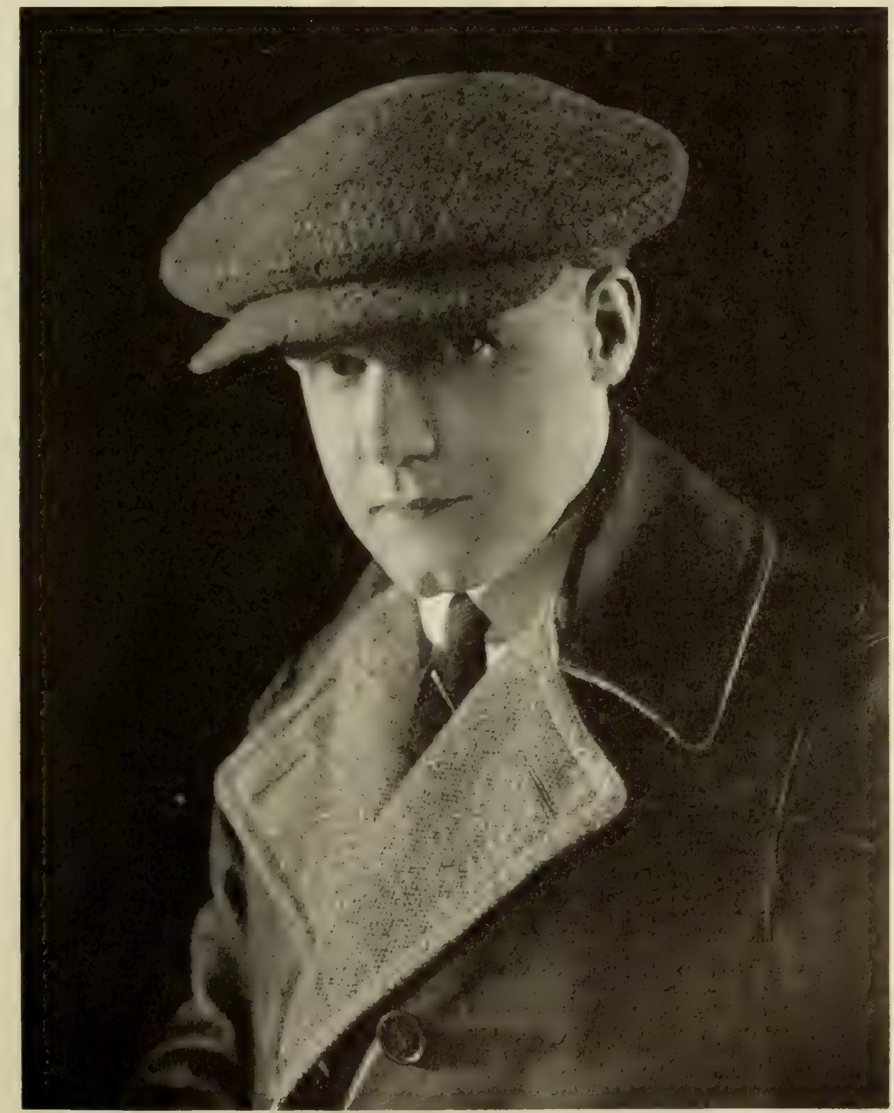
On plain felts also green will be the favorite color, with a steadily growing demand for brown. The color proportions, although varying in the different sections of the country, are generally about as follows: Green, 30 per cent.; dark brown, 15 per cent.; light brown and tan, 15 per cent.; grays, slate, pearl, gunmetal, etc., 20 per cent., and black, 20 per cent.

Plain felts are in the ascendancy, although there will be many silk finishes worn and some rough effects.

In trimmings the general vogue will be the use of dark, contrast effects on light bodies and matched bands on the dark bodies. Bindings and welt edges will be popular, although a majority of the brims will be raw edge.

On velour hats taffeta bands will be used almost exclusively, and bows on the side will be preferred. Velour hats really require the light silky effect of the taffeta band, the heavy effect of the grosgrain trimming producing an unsightly appearance.

The favored dimensions of the felt hat styles will be shapes following the general proportions of 5¾ by 2⅝.



American Fashion Cap of English Tweed. Note the Leatherette Coat.

SUCCESSFUL PROGRAM AT MANITOBA CONVENTION

Retailers Disclaim Responsibility for H. C. of L.—Decide to Form Joint Stock Fire Insurance Co. for Merchants—A. G. Box, Pierson, the New President—Small Attendance Did Not Mar Enthusiasm

Written by E. H. SCOTT, Western Representative MacLean Trade Newspapers

BRANDON, Aug. 15.—Business of far-reaching importance was transacted at the fifth annual convention of the Retail Merchants' Association of Manitoba, which was held at Brandon, August 13, 14, and 15, and this despite a very small attendance, there being present only about 30 delegates from points outside of Brandon. The membership in the province totals over 800. The fact that harvesting started about three weeks earlier than usual this year was mainly responsible for the poor attendance.

It was decided that in future district conventions should be held at points all over the province, these conventions to appoint delegates to the annual gathering.

Chief among the resolutions passed was one disclaiming responsibility for the high cost of living, and calling for an investigation of the charges made by Dr. R. J. McFall in this regard. It was decided to form a joint stock fire insurance company for merchants. There were several other resolutions passed, including a proposal to ask for a Federal law prohibiting premium contests. A. G. Box, hardware merchant, of Pierson, was appointed president. He is an energetic young country merchant, and as former vice-president took a leading part in the convention.

Several inspiring addresses were given by F. H. Mann of Devils Lake, North Dakota, and by R. L. Line of Columbus, Montana.

The entertainment features provided by the Brandon branch were excellent. Noonday luncheons at the Prince Edward hotel, with sing-songs from a printed card, were the rule daily. A well-staged banquet and dance brought the proceedings to a close.

The Secretary's Report

I have much pleasure in presenting to you the sixth annual report of the Manitoba Board of the Retail Merchants' Association of Canada, Incorporated. This report covers the fourteen months between the last convention held at Winnipeg on June 18 to 20, 1918, and the present meeting, August 13 to 15, 1919. During this period your Executive officers have had under consideration a large number of questions of great importance to the retail trade. The financial statement presented by the treasurer covers the fiscal year ending March 31, 1919.

Sixteen meetings of the Executive have been held. The membership as of July 31, 1919, totals 785; in Greater Winnipeg 330, other points in Manitoba 455. All of these members are in good standing; all dues having been paid. Our association work throughout Canada is receiving greater interest, more sympathetic co-operation and larger financial support on the part of members than formerly. This is due to the fact that the members are beginning to measure and appreciate the service which our organization renders. During war time great opportunities were given for the exercise of co-operative effort and I would like to take this opportunity to direct your attention to the untiring and unselfish services of the Dominion Secretary, E. M. Trowern, at Ottawa, and the enthusiasm and genuine interest of J. A. Banfield, Dominion President, in all questions which affect the status of the retail trade in Canada.

At the last convention held in Winnipeg June 18-20, 1918, the following Executive officers were elected: George W. Markle, Winnipeg, president; A. G. Box, Pierson, first vice-president; A. F. Higgins, Carman, second vice-president; T. A. Connell, Winnipeg; treasurer; J. H. Curle, Winnipeg, secretary.

Action was taken on the resolutions passed at the last convention as follows:

1. Resolution on "Win the War Effort."—The Executive officers and members of the association have been identified with the various movements which had for their object the success of the war, and general rejoicing accompanied the signing of the armistice and peace terms.

2. Resolution asking merchants to study Transient Traders' Act, and that municipalities be requested to observe same. During the year this matter was covered in a bulletin to the members. In addition, municipal officers should be requested to examine the 1918 statutes and amendments.

3. Resolution asking for co-operation with the University of Manitoba in the establishment of a Chair of Commerce—The officers have the assurance of the Advisory Committee on Commercial Education of the University of Manitoba that a director of commercial education will be appointed as soon as a man with the qualifications desired can be secured.

4. Resolution on Conference of Farmers and Commercial Organizations—A. F. Higgins and your secretary attended a meeting called by Henry Detchon, honorary secretary of the Joint Committee of Commerce and Agriculture, with a view to bringing about such a conference. Satisfactory arrangements were not made as to the date of the conference and the meeting was postponed indefinitely. The last general meeting of the Joint Committee of Commerce and Agriculture was held at Regina in March, 1918, when A. F. Higgins, H. L. Montgomery and your secretary were present.

OFFICERS FOR 1919-20

The following officers were elected:

President, A. G. Box, Pierson.

First vice-president, A. F. Higgins, Winnipeg.

Second vice-president, T. A. Connell, Winnipeg.

Treasurer, J. W. Kelly, Winnipeg.

Honorary secretary, W. E. Crawford, Brandon.

Advisory committee, W. L. Salmon, W. J. Devlin, Winnipeg.

5. Resolution as to Time of the Holding of the Convention—To be determined by a questionnaire. Numerous interviews with members caused your executive to choose the month of June.

6. Resolution on Parcel Post—This matter was referred to the Dominion Executive for action. The Dominion Secretary has forwarded a letter to the members of the House of Commons and the Senate with statistics showing that the rates on parcels are not sufficient to pay for the service. Letter rates are high in order to absorb the loss occasioned on the parcel post service.

7. Resolution on Benefits of Prohibition in Manitoba—This resolution was passed to assist the campaign for prohibition in New Zealand. Your Executive is co-operating with the Social Service Council of Manitoba in an effort to secure satisfactory permanent prohibitory laws in Canada.

Resolutions 8 to 11 covered thanks to the press, Industrial Bureau and exhibitors and speakers.

12. Resolution appointed A. F. Higgins, H. L. Montgomery and William Iverach to meet farmers, manufacturers and wholesalers. This matter was referred to in Resolution No. 4.

13. Resolution re Bankruptcy Act—A special committee of the Dominion board met a special committee of the Dominion House when this bill was introduced in 1918. Numerous changes were suggested so that the whole retail trade would not be tied up. Your Executive, co-operating with Horace Chevrier, met in conference with W. F. O'Connor, K.C., and H. P. Grundy, when further changes were considered and agreed upon. The Act goes into effect in 1920.

Recommendations.

In addition to the resolutions referred to, your Executive was requested to ask for a revision of, "The present method for the inspection of weights and measures." This matter has been referred to the Dominion Executive.

"The Cold Storage Problem."—This matter will have to be taken up with the Minister of Agriculture. The Deputy Minister will likely be present to make a statement to the convention.

"The Classification of Freight."—This was referred to the Dominion Executive.

"District and Sectional Meetings throughout the Province."—This matter is under consideration, and will go into effect with the appointment of a business expert at the university.

Community Building and Affiliation With Social Service Council.

During the year the Executive received an invitation to affiliate with the Social Service Council of Manitoba and they did so. Your secretary is a member of the Committee on Community Organization. This department of the Social Service Council has as its secretary F. C. Middleton, who was appointed on June 1, 1918. Excellent work has been done throughout the province, clubs having been formed in 25 centres. We expect during the year these will become a get-together medium for the farmers and the merchants to their mutual benefit and the good of the community generally.

Co-operating with a representative of the wholesale grocers, a questionnaire was prepared with a view to securing the selling policy of all wholesale grocers soliciting business from the retail trade of Manitoba. The selling policy of these wholesale houses are now on file for reference. We would urge the members again to advise our office of all irregular selling.

Fixing of Prices by Dominion Government

Your Executive was requested to co-operate with the Government in the event of such action being taken.

Provincial Taxation Board

Your Secretary was appointed a member of the Manitoba Tax Commission. During the year meetings of the commission have been held at Winnipeg, Brandon, Souris, Portage la Prairie, Morden, Dauphin, Neepawa and Minnedosa. At all of these places evidence has been secured regarding the methods of making assessments and the collection of taxes. Merchants have shown their interest in the various sessions by submitting figures and other valuable information as a protest against the present tax on personal property and rental values. Practically every retail merchant was in favor of a tax on net profits and salaries in lieu of the business tax as now imposed.

Assisting Farmers in Greater Production

Reports go to show that great assistance was given to farmers by merchants and clerks throughout the Province of Manitoba during the 1918 harvest. In some places the stores were closed for part of the day to help the farmer in this movement.

Application by Express Companies for Increases in Rates

Your secretary appeared before the Board of Railway Commissioners at sittings held in Winnipeg, when objections to the application of the express companies for increased rates were heard. The burden of the arguments were presented by the Winnipeg Board of Trade, with whom we were pleased to co-operate. An examination of the proposals of the express companies revealed the fact that they desired to reduce the tariff on those packages which entered into competition with the parcel post rates and have the increases apply to the heavier packages. We drew the attention of the commissioners to the fact that this would mean that one branch of the business would be conducted at a loss while another section would take care of this loss, and at the same time produce a profit on the entire investment. We opposed this attempt of the express companies to follow the lead of the Dominion Post Office in its policy of carrying parcels at less than the cost of the service.

1919 Legislation

(a) Licensing and Bonding of Produce Dealers—Manitoba has suffered for many years with certain produce dealers who were unbusinesslike and dishonest. Their plan was to offer higher prices than that paid by regular reliable dealers, with the result some persons, attracted by the price, made shipments and suffered losses accordingly. These were reported from time to time, the latest being those who shipped to the Anderson Produce Company December, 1918. Your Executive officers were of the opinion that the operations of this class of dealer should be checked. We sought and secured the support and co-operation of the officers of the Manitoba Grain-Growers' Association, the Home Economics Society and the Manitoba Agricultural Societies in our efforts to eliminate such, and by a special Act granted by the Government, which went into effect May 13, 1919, all dealers whose principal business consists of handling farm produce shall be required to obtain a license of $10.00 and furnish a bond for $3,000 before doing business in Manitoba. I would urge all shippers of produce to co-operate as far as possible in carrying out the provisions of this Act. Our association will use its best efforts to make it hard to be dishonest in business.

(b) Amendment needed in respect to certain licenses. Your officers have applied for the Amendment of the Municipal Act and the Transient Traders' Act in respect to the exemption from licenses of goods manufactured in Manitoba if sold by the manufacturer or his authorized agent. This provision is unfair, is out of date and discriminates. At the suggestion of the Committee on Amendments to the Municipal Act this matter will be considered with the Union of Municipalities prior to being brought again before the Government.

(c) Early Closing Movement Growing.—This question has been a live issue in Winnipeg for years, but more particularly during the past year, due to an appeal that has been made from the decision of the magistrate based on the amended by-law. Your officers have studied this question carefully and are fully convinced that early closing by-laws if introduced must be properly enforced. Dealers who wish to enjoy the privileges of remaining open after the closing hours of other stores should (as provided for in the Shops Regulation Act) be required to confine their stocks to those lines which may be sold after hours. This action on the part of your officers has not been popular with some dealers, who looked at the question purely with a selfish motive, but we believe that early closing will never prove satisfactory until there is administration that is guided by the best interests of all concerned, and it must be fair and effective.

View of Rosser Ave., Brandon, Man., looking west. One of the principal retailing streets of this Western city. Inset is the new fire hall.

does not consider the time opportune for such extension of operations;

"And whereas the Manitoba Fire Insurance Committee has advised against the formation of a mutual fire insurance company in Manitoba,

"Therefore, be it resolved that the officers of this association take the steps necessary to form a joint stock insurance company as soon as sufficient amount of stock has been subscribed by the members, the said stock to be limited to the members in good standing in this association."

During the discussion which ensued President Markle pointed out that in the case of a joint stock company all risks could be reinsured, whereas this would be impossibls in the case of a mutual company. Under this plan, too, the operations would be unlimited. He stated that in April or May of last year, when enquiries were sent out, the merchants immediately offered business amounting to $215,000. He made the statement that A. F. Higgins, a Winnipeg grocer, had offered to subscribe $10,000 for stock in a merchants' insurance company.

F. H. Mann, president of the North Dakota Retail Merchants' Association, said that he was also president of the Merchants' Mutual Fire Insurance Company of North Dakota. This company, he said, wrote all classes of insurance, and operated the same as the old-line companies. They offered a cash discount of ten per cent. for insurance paid within 15 days. Insurance to the amount of $4,000,000 was carried, and the company had been able to pay a dividend of 20 per cent. His company, he said, had the privilege of reinsuring risks, and further protects itself by scattering its insurance. For instance, it would not place insurance on an entire block. He told further about the Implement Dealers' Insurance Company in his state, which had been operating successfully for 18 years on the note system. That is to say that only 60 per cent. of the premium was payable in cash, the other 40 per cent. in the form of notes, on which money was never realized except it became necessary to assess the members in the case of some great conflagration. He said that the merchants' company was the largest in the state.

Newsy Features of the Convention Briefly Told

A very important resolution was passed by the R.M.A. regarding future plans for conventions. It was decided that in future, district conventions would be held. At these district conventions delegates familiar with local conditions in their respective districts would be appointed to attend a yearly conference to conduct the general business of the association. It was further pointed out by J. H. Curle, provincial secretary, that such a movement would awaken intensified interest among merchants who have not as yet linked up with the association.

* * *

W. J. Keyes, of Kelvin Technical School, Winnipeg, spoke on practical retail advertising: "Many merchants," said Mr. Keyes, "could not see the connection between selling and advertising. Good advertising results in reduction in price of goods to the consumer, an important item at the present time. He advised co-operation between retailer and manufacturer in advertising as this would result in assisting the retailer in making his advertising expenses cheaper.

ALDERMAN J. B. CURRAN,
Proprietor of the Brandon Hardware Co., Brandon, Man., and 1st Vice-President of the Brandon branch of the R.M.A. of Canada.

Edwin Loftus, K.C., lecturer of the Manitoba Law School, addressed the convention on "Commercial Law as Related to the Retailer."

"Partnership," said Mr. Loftus, "is a poor proposition for the reason that partners are liable for partnership debts even if they do not know such debts are being or have been contracted. Oral contracts," he said, "open up a large field for fraud." In order to get away from this in 1910, the statute of frauds was passed. His whole address dealt largely with questionings of vital interest to merchants, and was made interesting by the illustration of practical cases coming under his attention daily.

* * *

The question of better distributing of merchandise caused a brief discussion. Particularly in respect to the jobber selling goods direct to the consumer, in a district at a price that prevented the local dealer from competing for the business. Better co-operation between the wholesaler and retailer was considered necessary and the following resolution was adopted:

"Whereas, the problem of the efficient sympathetic co-operation of manufacturers, wholesalers and retailers, and

"Whereas, the limited co-operation of the past has not produced as rapid strides as is desired in solving the problems of modern merchandising.

"Therefore, be it resolved that the executive be requested to use their best efforts to get the manufacturers and jobbers of Canada to assume greater responsibility in studying and assisting to solve the common problems of distribution."

* * *

A window dressing contest was a feature of the convention of the Manitoba Retail Merchants' Association at Brandon, August 13-16.

The judges, H. R. Vankirk and J. Baxter, expert window dressers, stated the interest taken was very keen and the windows generally were exceptionally good. The prizes were awarded as follows:

First prize—Knowlton's shoe store. This was a display of ladies' footwear. The feature of this window was a neat and well-executed background. The merchandise was seasonable and neatly displayed. Another good point was the splendid range of all prices ticketed with exceptionally neat price tickets. A well-designed and harmonious show card was well placed in the display. The percentage awarded was 95 per cent.

Second prize—Clement's drug store. A display of toilet powder. 90 per cent. award.

Third prize—W. T. Creelman, display of ladies' and men's footwear, 85 per cent. award.

Fourth prize—McPherson & Bedford, a display of bedroom furnishings; awarded 80 per cent.

Fifth prize—McCulloch Drug Co., a display of kodaks and candies, 75 per cent. award.

Sixth prize—Johnson Hardware Co., a general display of hardware.

Seventh prize—Star Grocery.

Eighth prize—W. S. Gooden, gents' furnishings.

Ninth prize—S. A. Thompson, clothier.

Tenth prize—Cut Rate American Shoe Store.

JOHN POPKIN,
Of the Johnson Hardware Co., Brandon, Man., Secretary of the Brandon branch of the R.M.A. of Canada.

Meeting To-day's Competition

Specialty Store the Store of the Future—With What Are You Competing?—Buy in Cold Blood, Sell With Enthusiasm—Limit the Lines But Give the Assortment

THIS is the fourth and concluding address delivered by Frank Stockdale, the noted business expert, in connection with the Saskatchewan R.M.A. Convention, as reported by the special representative of MEN'S WEAR REVIEW.

The series of lectures has been followed with great interest and the points brought out in this lecture on "Meeting To-day's Competition" are worth careful perusal. Mr. Stockdale says that whereas today in the West, competition is probably from the general store, the store of the future is the specialty store. He indicates that the retail merchant's creed should be "Buy in Cold Blood and Sell With Enthusiasm." There is something in it too—think it over.

"WHEN we start to define competition we want to know what kind of competition it is," said Mr. Stockdale, opening his address on the subject, and proceeding to outline competition under the following headings: 1. General stores; 2. Specialty stores; 3. Department stores; 4. Mail-order stores; 5. Chain stores.

"A great evolution is taking place in business," continued Mr. Stockdale. "Western Canada is a developing country and that makes a difference. One of the things in a new country is the rapid change which takes place when the country begins to get settled. Then you have not only changes in retail merchandising but the changes that take place between a new and an old community. The question in the average man's mind is which of the foregoing classes of store is the store of the future? This is not a very important question. Don't worry about someone else's kind of a store, it is the way you take care of the kind of a store you are running. As the country grows older there will be fewer general stores. There will be more specialty stores, and general stores will evolve into department stores.

Specialty Store the Store of the Future

"In the West your competition is probably the general store, and you will have to face it. The store of the future is the specialty store. Department stores are collections of specialty stores, and in many cases in the United States the advertisements of the various departments of the department store are run individually in the newspapers as if to advertise individual stores specializing on the lines advertised.

"We have general stores competing with general stores, chain stores competing with chain stores, etc., and all competing with each other.

"My experience is that there is ten times as much noise over a customer who goes to the mail-order house as there is over a customer who goes anywhere else out of your town. I know the seriousness of mail-order competition in some districts, but you have a way of measuring this competition, whereas you have no way of finding out the amount of goods brought into your community in the suit cases of your townspeople when they return from the cities. We must realize that we are going to beat the field, and whoever is in the lead we are going to beat them. The flypaper stage of business is passed. By this is meant the time when customers used to light and stick. Many business men made their money at that time in new districts. The mail-order house has been a big factor in eliminating the flypaper stage of business. People are not forced to buy at one place. People are travelling. Your competition to-day is nation-wide. You are not competing just with the fellow across the street or in the next town, you are competing with the best they have in Canada, and when you talk of the best in Canada you are talking about the best in the world as far as retail merchants are concerned. The big octopus you talk about is one of the best managed businesses I have seen.

With What are You Competing

"What are you competing with? Low prices, beautiful stores, high class salesmanship, or what? I think you are competing with a man or men who have the keenest and highest developed brains along the line of retail distribution that are to be found anywhere. Your customers are reading their literature each evening. Your customers are going into their stores every day and are being served by stores managed by the keenest brains in business. And the only reason that you are able to exist is because of your advantage of being on the ground. If you had to compete side by side you would not stand very much show until you revised your methods of business. We are getting along in a way without any retail preparation. One retailer who made money yesterday figures he is going to make it the same way tomorrow, but he has to find another way to make his money to-morrow. You made your money in competition with certain kinds of merchants, now your competition is becoming nation-wide and the only way to meet it is to study merchandising yourselves.

"The retail store is one of the biggest business propositions to-day. The great trouble with many retailers is that they think they know the game. There is nothing more fatal than this. Business requires more kinds of the higher grades of ability than anything else. I have sympathy for you when I think of the pitfalls along your path.

"A good retail merchant must be a good buyer and a good seller. A manager of things and a manager of people. Selling is divided into three sections: 1. Display; 2. Advertising; 3. Personal selling.

Buy in Cold Blood and Sell With Enthusiasm

"One of the reasons why we are having business done in bigger units is because we cannot find a man who can do all of these things well. This is the reason for the general stores, department stores, etc., because we have to get specialists to do this job. Very few of us are good buyers and good sellers. The retail merchants' creed should be: 'Buy in cold blood and sell with enthusiasm.'"

At this point Mr. Stockdale gave an illustration regarding buying and selling. An Ottawa, Ont., merchant who now manages one of the biggest stores in that city, and who a few years ago travelled the city with sample rugs on his back, made the following statement: "I never allow myself to become enthusiastic over goods that I do not own, but once I own them they become the greatest goods that were ever brought to Ottawa."

"Two-thirds of the merchants to-day buy with enthusiasm and sell in cold blood," continued Mr. Stockdale, "and the stocks of goods in their stores proves this is true. Why does a man buy with enthusiasm? Because there are men who make their living by supplying enthusiasm to a man when he is buying. Hotels and trains are full of them. A man could not get far as a travelling salesman unless he can impart this enthusiasm.

Limit the Lines But Give the Assortment

"One of the reasons that people trade with mail-order houses and go to the larger towns is not price, but assortment. Where you have lines criss-crossing you have a partial assortment—a little of everything but not much of anything. You should not carry too many lines and be unable to give what may be required in any one of them.

"As long as you depend upon the salesman telling you what to buy, as long as you refuse to keep stock record systems you are going to buy with enthusiasm and sell in cold blood, because you will be dissatisfied after you get them. The only way to have enthusiasm which you can cash in on is to generate it yourself. Any man who generates enthusiasm gets paid for it."

The following definition for efficiency was hereupon given by Mr. Stockdale as follows: "Efficiency consists in buying from a Hebrew and selling to a Scotchman."

"We have got to find some way to give time and attention to our businesses so that we can do some thinking. Our competitors are winning out because they have more mental ability.

"In meeting to-day's competition you have to meet men who know how to figure profits, manage things, and manage people.

In the discussion that followed some interesting questions were raised.

Question.—"In taking goods from stock for expenses of the store, should they be charged at cost or selling price, and why?"

Answer.—"There are two expenses in selling. One is carrying expense and the other is selling expense. A moderate overhead charge should be added on to the cost of goods in stock. When you deal with figures, deal with facts.

Question.—"Should there not be a distinction made in regard to cash and credit customers in the matter of the price charged for goods?"

Answer.—"A distinction is being made between cash and credit customers. The cash-and-carry stores and the mail-order houses are two examples. The general practice is to put the goods high enough so you can charge high enough and yet give discount to cash customers. By doing this you are not adding anything to anybody—so that they can see it."

At the conclusion of this address Mr. Stockdale spoke a few words, impressing upon the assembled retailers the necessity of getting away from their businesses to avoid getting in a rut and becoming narrow-minded.

"Come to conventions, and don't come thinking that you are needed at home. If this is the way you feel, it is because you leave no organization behind you," said Mr. Stockdale. "I admire the man who has the ability to take a vacation. I make this recommendation for two reasons. One is because of the things you will have to do in your store before you can take a holiday. The store has to be in running order and needs organization. The men who come to conventions usually have good businesses. The successful business man is the one who works for his community. He gets a perspective and sees what the other fellows are doing."

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APRONS
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Hamilton Carhartt Cotton Mills, Toronto.
Everybody's Overall Co., London.
Kitchen Shirt & Overall Co., Ltd., Brantford.
Haugh & Co., Ltd., J. A., Toronto.
Canadian Converters, Ltd., Montreal.

ARM BANDS
Dominion Suspender Co., Ltd., Niagara Falls.
Brophey Suspender Co., Ltd., Toronto.
Kitchener Suspender Co., Ltd., Kitchener.
King Suspender Co., Ltd., Toronto.
Faire Bros. & Co., Ltd., England.
Racine, Alphonse & Co., Ltd., Montreal.
Westwood & Co., Ltd., C. H., Toronto.

AUTOMOBILE GAUNTLETS
Acme Glove Works, Ltd., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
American Pad & Textile Co. (cotton), Chatham.
Dent, Allcroft & Co., Montreal.
A. R. Clarke & Co., Ltd., Toronto.

ARTIFICIAL FLOWERS
Dale Wax Figure Co., Ltd., Toronto.

BATHING SUITS
Monarch Knitting Co., Ltd., Dunnville.
Zimmerman-Reliance, Ltd., Hamilton.
Caulfeild, Burns & Gibson, Toronto.
Brettle, Geo. (Canadian office), Toronto.
Peck & Co., Ltd., John W., Montreal.
Williams-Trow Knitting Co., Ltd., Stratford.

BOYS' BLOUSES
Dufferin Shirt Co., Ltd., Toronto.
Jackson Mfg. Co., Ltd., Clinton.
Williams, Greene & Rome Co., Kitchener.
Lang Shirt Co., Ltd., Kitchener.
Tooke Bros., Ltd., Montreal.
Cluett, Peabody, Ltd., Montreal.
Van Allen Co., Ltd., Hamilton.
Caulfeild, Burns & Gibson, Toronto.
Racine, Alphonse & Co., Ltd., Montreal.
Hercules Garment Co., Montreal.
Canadian Converters, Ltd., Montreal.

BOYS' BLOOMERS
Blue & Co., Ltd., Walter, Sherbrooke.
Jackson Mfg. Co., Ltd., Clinton.
York Clothing Co., Toronto.
Freedman Co., Ltd., Montreal.
Davis Bros., Ltd., Hamilton.
Roberts Clothing Co., Ltd., Toronto.
Peck & Co., Ltd., John W., Montreal.

CHILDREN'S KNITTED GOODS
Zimmerman-Reliance, Ltd., Hamilton.
Turnbull, Ltd., C., Galt.
Williams-Trow Knitting Co., Ltd., Stratford.
Acme Glove Works, Montreal.
Monarch Knitting Co., Ltd., Toronto.
Racine Limited, Alphonse, Montreal.
Caulfeild, Burns & Gibson, Toronto.

CAPS
Canadian Cap Co., Ltd., Toronto.
Palter Bros. & Co., Toronto.
Wolfe, Ltd., A. Harry, Montreal.

COLLARS AND CUFFS
Cluett, Peabody, Ltd., Montreal.
Tooke Bros., Ltd., Montreal.
Williams, Greene & Rome, Kitchener.
Van Allen Co., Ltd., Hamilton.
Lang Shirt Co., Ltd., Kitchener.

COMPOSITION COLLARS
Parsons & Parsons Can. Co., Ltd., Hamilton.
Arlington Co., Ltd., Toronto.

CLOTHING, BOYS'
Blue & Co., Ltd., Walter, Sherbrooke.
Freedman & Co., Ltd., Montreal.
Jackson Mfg. Co., Ltd., Clinton.
Schwartz & Jaffee, Inc., New York.
Siff Bros. Co., Inc., New York.
Wearbest Clothing Co., Montreal.
Elkin & Co., J., Montreal.
Hoffman, Ducoffe & Co., Montreal.
York Clothing Co., Toronto.
Vineberg & Co., Ltd., H., Montreal.

CLOTHING, MEN'S
Hachborn & Co., Ltd., E. G., Toronto.
Dominion Clothing Co., Montreal.
Leishman & Co., Ltd., Wm. H., Toronto.
Siff Bros. Co., Inc., New York.
Imperial Clothing Co., Ltd., Toronto.
Randall & Johnston, Ltd., Toronto.
Richardson & Co., Ltd., A. E., Toronto.
Empire Clothing Co., Ltd., Toronto.
Peck & Co., Ltd., John W., Montreal.
Punchard, Birrell & Co., Ltd., Toronto.
Blue & Co., Ltd., Walter, Sherbrooke.
Bachelor Clothing Co., Ltd., Sherbrooke.
College Brand Clothes Co., Montreal.
Freedman & Co., Ltd., Montreal.
Vineberg & Co., H., Montreal.
Wearbest Clothing Co., Ltd., Montreal.
Kaplan, Samuelsohn & Co., Ltd., Montreal.
Grant-Holden-Graham, Ltd., Ottawa.
Siff Bros. Co., Inc., New York.
Miller Mfg. Co., Ltd., Toronto.
Hoffman, Ducoffe & Co., Montreal.

CLOTHING (SPECIAL MEASURE)
Blue & Co., Ltd., Walter, Sherbrooke.
Bachelor Clothing Co., Ltd., Sherbrooke.
Punchard-Birrell & Co., Ltd., Toronto.
Leishman & Co., Ltd., Wm. H., Toronto.
Richardson & Co., Ltd., A. E., Toronto.
Freedman & Co., Ltd., Montreal.
Vineberg & Co., Ltd., H., Montreal.
Wearbest Clothing Co., Ltd., Montreal.
Peck & Co., Ltd., John W., Montreal.
Hachborn & Co., Ltd., E. G., Toronto.
Elkin & Co., J., Montreal.
York Clothing Co., Toronto
Randall & Johnston, Limited, Toronto.

CLOTHING SPECIALTY
Miller Manufacturing Co., Ltd., Toronto.
Duktex Coat Co., Montreal.
Wreyford & Co., Ltd., Toronto.
Leishman Co., Ltd., Wm. H., Toronto.
Siff Bros. Co., Inc., New York.
Grant-Holden-Graham, Ltd., Ottawa.

CLOTHING, YOUNG MEN'S
Bachelor Clothing Co., Ltd., Sherbrooke.
Blue & Co., Ltd., Walter, Sherbrooke.
College Brand Clothes, Montreal.
Freedman & Co., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
Leishman Co., Ltd., Wm. H., Toronto.
Peck & Co., Ltd., John W., Montreal.
Randall & Johnston, Limited, Toronto.
Punchard-Birrell Co., Toronto.
Empire Clothing Co., Ltd., Toronto.
Imperial Clothing Co., Ltd., Toronto.
Wearbest Clothing Co., Montreal.
Richardson & Co., Ltd., A. E., Toronto.
Vineberg & Co., Ltd., H., Montreal
Miller Mfg. Co., Ltd., Toronto.
Schwartz & Jaffee, Inc., New York.
Siff Bros. Co., Inc., New York.

CRAVATS
Milne & Co., Ltd., Walter, Toronto.
King Neckwear & Suspender Co., Ltd., Toronto.
Van Allen & Co., Ltd., Hamilton.
Tooke Bros. & Co., Ltd, Montreal.
Brettle & Co., Geo. (Can. office), Toronto.

FURS
Gnaedinger & Son, G. L., Montreal.
Anderson-MacBeth Co., Ltd., Toronto.

GARTERS
Dominion Suspender Co., Ltd., Niagara Falls.
King Neckwear & Suspender Co., Ltd., Toronto.
Brophy Suspender Co., Ltd., Toronto.
Faire Bros. & Co., Ltd., England.
Kitchener Suspender Co., Kitchener.
Westwood & Co., Ltd., Toronto.
Brettle & Co., Limited, England.

GAUNTLETS
Acme Glove Works, Ltd., Montreal.
Clarke & Co., Limited, A. R., Toronto.
American Pad & Textile Co., Ltd., Chatham.
Carhartt Cotton Mills, Hamilton, Toronto.

GLOBES, Washable, Cape, Chamois
Dent, Allcroft & Co., Ltd., Montreal.
Perrin Freres & Cie, Montreal.
Acme Glove Works, Ltd., Montreal.
Racine, Alphonse, Montreal.

GLOVES, Dress
Acme Glove Works, Ltd., Montreal.
Perrin Freres & Cie, Montreal.
Dent, Allcroft & Co., Ltd., Montreal.

GLOVES, Heavy and Working
Clarke & Co., Ltd., A. R., Toronto.
Carhartt Cotton Mills, Hamilton, Toronto.
Acme Glove Works, Montreal.

GLOVES, Suede
Perrin Freres & Cie, Montreal.
Dent, Allcroft & Co., Ltd., Montreal.
Acme Glove Works, Montreal.

GLOVES, Lined
Dent, Allcroft & Co., Ltd., Montreal
Acme Glove Works, Montreal.
Perrin Freres & Cie, Montreal.
Clarke & Co., A. R., Toronto.

GLOVES, Horsehide
Clarke & Co., Ltd., A. R., Toronto.
Acme Glove Works, Montreal.

GLOVES, Fabric and Canvas
American Pad & Textile Co., Ltd., Chatham.
Racine Limited, Alphonse, Montreal.
Acme Glove Works, Montreal.

GLOVES, Woollen
Williams-Trow Knitting Co., Ltd., Stratford.
Acme Glove Works, Montreal.
Wreyford & Co., Ltd., Toronto.
Monarch Knitting Co., Ltd., Dunnville.
Racine Limited, Alphonse, Montreal.
Grant-Holden-Graham, Ltd., Ottawa.

HANDKERCHIEFS
Cluett, Peabody, Limited, Montreal.
Tooke Bros., Limited, Montreal.
Williams, Greene & Rome, Kitchener.
Racine Limited, Alphonse, Montreal.

"WHERE-TO-BUY"

DIRECTORY

HATS, Panama
Anderson, MacBeth, Limited, Toronto.
Cunningham & Co., Limited, V. L., Toronto.
Gnaedinger & Son, L., Montreal.
Fried-Grills Hat Co., Limited, Guelph.
Peck & Co., Limited, John W., Montreal.

HATS, Felt
Gnaedinger, Son & Co., L., Montreal.
Anderson-MacBeth, Ltd., Toronto.
Wolthausen Hat Co., Inc., Brockville.
Fried Grills Hat Co., Ltd., Guelph.
Peck & Co., Ltd., John W., Montreal.

HATS, Straw
Cunningham & Co., Ltd., V. L., Toronto.
Gnaedinger, Son & Co., L., Montreal.
Anderson-MacBeth, Limited, Toronto.
Fried-Grills Hat Co., Limited, Guelph.
Peck & Co., Ltd., John W., Montreal.

HOSIERY, Boys
Craftana (wholesale houses).
Monarch Knitting Co., Ltd, Dunnville.
Racine Limited, Alphonse, Montreal.
Wreyford & Co., Ltd., Toronto.
Acme Glove Works, Montreal.
Zimmerman-Reliance, Ltd., Hamilton.

HOSIERY, Men's
Craftana, London, England.
Brettle & Co., George, Toronto.
Racine Limited, Alphonse, Montreal.
Zimmerman-Reliance, Ltd., Hamilton.
Acme Glove Works, Montreal.
Caulfeild, Burns & Gibson, Toronto.
Wreyford & Co., Ltd., Toronto.

JEWELRY AND ACCESSORIES
Westwood & Co., Ltd., C. H., Toronto.

LEATHER GOODS
Davis Novelty Co., Montreal.

LOUNGE COATS
Dufferin Shirt Co., Ltd., Toronto.
Brettle & Co., George, Toronto.
Caulfeild, Burns & Gibson, Toronto.
Tooke Bros., Limited, Montreal.
Racine Limited, Alphonse, Montreal.

MACKINAWS
Grant-Holden-Graham, Ltd., Ottawa.
Clarke & Co., Ltd., A. R., Toronto.
Williams-Trow Knitting Co., Ltd., Stratford.

MEN'S TROUSERS
Roberts Clothing Co., Toronto.
Crown Pants Co., Montreal.
Davis Bros., Hamilton.
Haugh & Co., Ltd., J. A., Toronto.
Levine Mfg. Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
Vineberg Pants Co., Ltd., Montreal.
Eastern Pants Co., Ltd., Montreal
Blue & Co., Ltd., Walter, Sherbrooke.
Hamilton Carhartt Cotton Mills, Toronto.
Racine Limited, Alphonse, Montreal.
Wearbest Clothing Co., Montreal.
Empire Clothing Co., Toronto.
Imperial Clothing Co., Ltd., Toronto.
Goodhue & Co., Ltd., J. B., Rock Island.
Hoffman, Ducoffe & Co., Montreal.

MEN'S FURNISHINGS
Tooke Bros, Ltd., Montreal.
Caulfeild, Burns & Gibson, Toronto.
Hoffman, Ducoffe & Co., Montreal.
Racine Limited, Alphonse, Montreal.
Westwood & Co., Ltd., C. H., Toronto.
Faire Bros. & Co., Ltd., England.
Brettle & Co., George (Marshall), Toronto.

MILITARY SUPPLIES
Miller Mfg. Co., Ltd., Toronto.
Wreyford & Co., Ltd., Toronto.

MUFFLERS
Brettle & Co., George, England.
Acme Glove Works, Montreal.
King Neckwear Co., Ltd., Toronto.
Wreyford & Co., Ltd., Toronto.
Williams-Trow Knitting Co., Ltd., Stratford.
Van Allen Co., Ltd., Montreal.
Tooke Bros., Ltd., Montreal.
Caulfeild, Burns & Gibson, Toronto.
Milne, William, Toronto.

NECKWEAR
Brettle & Co., George, London, Eng.
King Neckwear Co., Ltd., Toronto.
Tooke Bros., Ltd., Montreal.
Milne, William, Toronto.
Van Allen Co., Ltd., Montreal.
Wreyford & Co., Ltd., Toronto.

NIGHT ROBES
Dufferin Shirt Co., Ltd., Toronto.
Cluett, Peabody & Co., Ltd., Montreal.
Deacon Shirt Co., Ltd., Belleville.
Lang Shirt Co., Ltd., Kitchener.
Williams, Greene & Rome, Kitchener.
Racine Limited, Alphonse, Montreal.
Van Allen & Co., Ltd., Montreal.

NOVELTIES
Davis Leather Co., Montreal.
Westwood & Co., Ltd., C. H., Toronto.

OVERCOATS
Blue & Co., Ltd., Walter, Sherbrooke.
College Brand Clothes, Montreal.
Kaplan, Samuelsohn & Co., Montreal.
Leishman & Co., Ltd., Wm. H., Toronto.
Randall & Johnston, Ltd., Toronto.
Wearbest Clothing Co., Montreal.
Vineberg & Co., Ltd., H., Montreal.
Hachborn & Co., Ltd., E. G., Toronto.
Duktex Coat Co., Montreal.
Punchard-Birrell Co., Toronto.
Imperial Clothing Co., Ltd., Toronto.
Empire Clothing Co., Toronto.

OVERALLS AND SMOCKS
Everybody's Overall Co., London.
Acme Glove Works, Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Kitchen Overall Co., Ltd., Brantford.
Goodhue & Co., Ltd., J. B., Rock Island.
Racine Limited, Alphonse, Montreal.
Haugh & Co., Ltd., J. A., Toronto.

OVERALLS AND ROMPERS, Boys'
Jackson Mfg. Co., Ltd., Clinton.
Haugh & Co., Ltd., J. A., Toronto.

PYJAMAS
Cluett, Peabody & Co., Ltd., Montreal.
Dufferin Shirt Co., Ltd., Toronto.
Deacon Shirt Co., Ltd., Belleville.
Tooke Bros., Ltd., Montreal.
Racine Limited, Alphonse, Montreal.
Lang Shirt Co., Ltd., Kitchener.
Williams, Greene & Rome, Kitchener.
Van Allen & Co., Ltd., Montreal.
Caulfeild, Burns & Gibson, Ltd., Toronto.

PULLOVERS
Monarch Knitting Co., Ltd., Dunnville.
Williams-Trow Knitting Co., Ltd., Stratford.
Racine Limited, Alphonse, Montreal.
Caulfeild, Burns & Gibson, Toronto.

PANTS, see Trousers List

RAINCOATS
Rubin & Co., Ltd., S., Montreal.
Wener & Co., Ltd., S., Montreal.
Can. Consolidated Rubber Ltd., Montreal.
Dominion Clothing Co., Ltd., Montreal.
Davis & Co., H. C., Montreal.
Cohen, I., Montreal

RIDING BREECHES
Levine Mfg. Co., Ltd., Toronto.
Eastern Pants Co., Montreal.
Davis & Co., Ltd., H. C., Montreal.
Davis Bros., Ltd., Hamilton.
Vineberg Pants Co., Ltd., Montreal.

SHIRTS, Fine
Cluett, Peabody, Ltd., Montreal.
Tooke Bros. Co., Ltd., Montreal.
Deacon Shirt Co., Ltd., Belleville.
Lang Shirt Co., Ltd., Kitchener.
Canadian Converters, Ltd., Montreal.
Williams, Greene & Rome, Kitchener.
Brettle & Co., George, London, England.
Dufferin Shirt Co., Ltd., Toronto.

UNDERWEAR, Summer
Cluett, Peabody, Ltd., Montreal.
Tooke Bros., Ltd., Montreal.
Williams, Greene & Rome, Kitchener.
Mercury Mills, Ltd., Hamilton.
Zimmerman-Reliance, Ltd., Hamilton.
Atlantic Underwear Co., Ltd., Moncton.
Wreyford & Co., Ltd., Toronto.
Turnbull & Co., Ltd., C., Galt.
Racine Limited, Alphonse, Montreal.
Stanfields Limited, Truro, N.S.

UNDERWEAR, Winter
Turnbull Co., Ltd., C., Galt.
Stanfields Limited, Truro, N.S.
Atlantic Underwear, Ltd., Moncton.
Mercury Mills, Ltd., Hamilton.
Zimmerman-Reliance, Ltd., Hamilton.
Wreyford & Co., Ltd., Toronto.
Racine Limited, Alphonse, Montreal.
Caulfeild, Burns & Gibson, Toronto.

WOOLLENS AND WORSTEDS
Robinson, C. E., Montreal.

WATERPROOF CLOTHING
Can. Consolidated Rubber Co., Ltd.
Siff Bros. Co., Inc., New York.
Rubin & Co., Ltd., S., Montreal.
Wener & Co., Ltd., S., Montreal.
Cohen, I., Montreal.
Davis & Co., Ltd., H. E., Montreal.
Racine Limited, Alphonse, Montreal.
Duktex Coat Co., Montreal.

EQUIPMENT SECTION

ARTIFICIAL FLOWERS
Dale Wax Figure Co., Ltd., Toronto.

BACKGROUNDS
Charles, George H., Toronto.

DISPLAY STANDS
Dale Wax Figure Co., Ltd., Toronto.
Delfosse & Co., Ltd., Montreal.
Jones Bros. Co., Ltd., Toronto.

CASH REGISTERS
National Cash Register Co., Ltd., Toronto.

CREDIT FILES
National Cash Register Co., Ltd., Toronto.

RACKS AND HANGERS
Dale Wax Figure Co., Ltd., Toronto.
Walker Store Fixture Co., Kitchener.
Delfosse Co., Montreal.

SHOW CASES
Jones Bros., Ltd., Toronto.
Walker Store Fixture, Kitchener.

WARDROBES
Jones Bros., Ltd., Toronto.

WAX FIGURES
Dale Wax Figure Co., Ltd., Toronto.
Delfosse & Co., Ltd., Montreal.

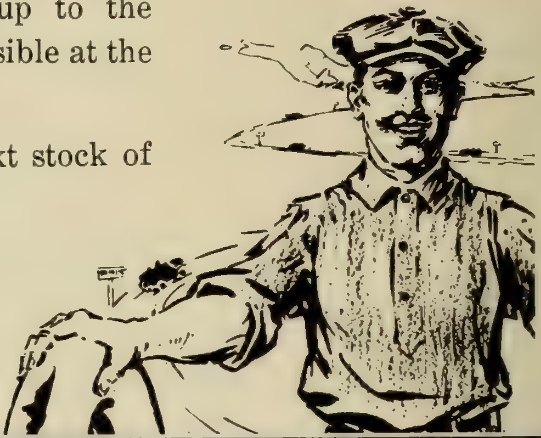
HERCULES

FINE SHIRTS AND WORK SHIRTS

Both are extremely attractive from the Quality and Value Point of View

Both Fine and Work Shirts are made up to the "Hercules" standard—the biggest value possible at the price.

Look for the name "Hercules" on your next stock of Work and Negligee Shirts.



THE HERCULES GARMENT CO.
LIMITED
Head Office: Montreal
Factories: Montreal and Louiseville, P.Q.

Worthy of Your Consideration

Retailers want to deal with people who know why they have something to sell.

Did you ever stop to figure that the retailers you want to interest have advertising news for the public in every day's newspapers? Let the retailers have particulars of your goods at least once a month.

Think this over and let us strengthen your trade development work beginning in next month's

Men's Wear Review

143 University Avenue, Toronto

COPY PREPARED WRITE FOR RATES

Public Finance Disaster of Early Canadian Days

The almost forgotten experience of our forefathers, of which, to quote Sir Oliver Mowatt, "The effect was to diminish the value of municipal securities generally, and to corrupt the moral sense of the people with reference to moral obligations," makes a fascinating and thought-stimulating article as presented by Dr. J. Murray Clark in recent issues of THE FINANCIAL POST.

Dr. Clark, dealing with this Municipal Loan Fund of the fifties, says of its author, Sir Francis Hincks:

> He had in some respects genuine ability and, in matters which he understood, rendered considerable useful public service, but he was an idealist and a theorist without any practical grasp of the rigorous laws and unyielding facts of finance. He was patriotic and well-meaning, but his patriotism and good intentions did not save the country from the inevitable consequences of his scheme which those able to think clearly on matters of finance perceived from the beginning. He possessed in an eminent degree that fatal fluency of persuasive speech with which so many of our politicians are endowed, and swayed the people, for whom he expressed and probably felt sincere devotion, with superficial catchwords and glittering generalities not founded on the stern realities of economic laws. The confidence he inspired only enabled him to do infinitely more mischief than would otherwise have been caused by his scheme, and did not protect the people from the losses and distress resulting from disregard of sound business principles.

There is more here than an interesting story of early days. Here is a marking on the map of Canada's history by which all interested in the country should make their reckonings, should chart their course of action.

THE FINANCIAL POST is continually presenting such articles. Consider some which appeared in the early issues of August:

Grain Growers Condemned by a Retailer.
Bolshevism and Public Morals.
Some Alberta Oil Wells Are Showing Profit.
Bright Outlook for Canadian Pulp & Paper.
Why Henders Fell Out With Grain Growers.
Sawyer-Massey on the Road to Better Times.
Sir Adam Gets in Some Fine Work at Guelph.
Dominion Loan Compaign to Start Oct. 27.
Frank A. Vanderlip Continues His Vivid Survey of War-ridden Europe.
Make Maturities of Loans as Short as Possible.
Tariff Action by Liberals Step in Dark.
Canners' Head Gives Answer to Prof. Jackson.
Small Retailer Renders Service to the Community.
Reorganization of the Standard Reliance Corporation.
British Will Not Unload Their Canadian Bonds

You will find enlightenment in the balanced viewpoint of THE FINANCIAL POST'S articles and editorials. You will find its "Answers to Enquiry" department of value. THE POST is the paper for the thinker—be he rich or poor; the paper for the man who is eager to study not only what is best for his business, but what is best for Canada. This is the paper which you may receive weekly for one year at a cost of $3.00. Fill in the attached coupon:

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MONTREAL WINNIPEG

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THE FINANCIAL POST OF CANADA.
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I am enclosing will forward $3.00 to pay for my subscription for the first year.

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Address ....

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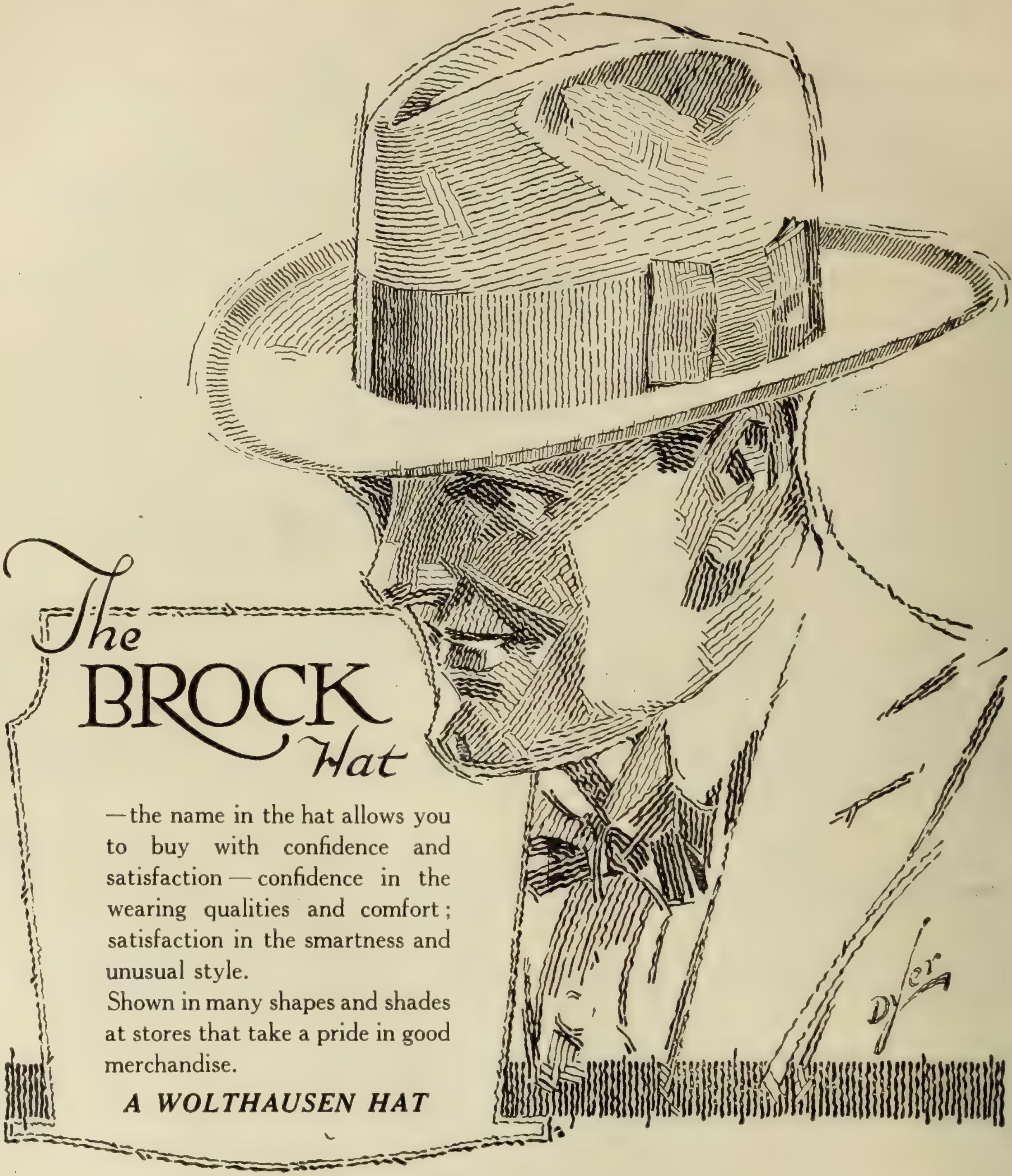


The BROCK Hat

—the name in the hat allows you to buy with confidence and satisfaction — confidence in the wearing qualities and comfort; satisfaction in the smartness and unusual style.

Shown in many shapes and shades at stores that take a pride in good merchandise.

A WOLTHAUSEN HAT

One of the striking Brock hat ads appearing in the press throughout Canada this Fall. Put in a window display and tie your store up to this campaign.

The
Wolthausen Hat Corporation

Limited

Head Office and Factory: Brockville, Ont.

SALESROOMS:

Cosgrave Bldg. - - - Toronto, Ont. Mappin & Webb Bldg. - Montreal, Que.

"Style Clothes"

For Spring, 1920

Buy Style Clothes in the knowledge that their individual exclusiveness will bring the young men of the town to your store.

Style Clothes are just that—an authority in Style, in Fit and in Material. We are recognized as the Canadian house of Young Men's Fashions and the range we have assembled for Spring is more exclusive than you have seen in years.

Our new lines will be shown to the trade after October 1st, when our travellers will be in their respective territories.

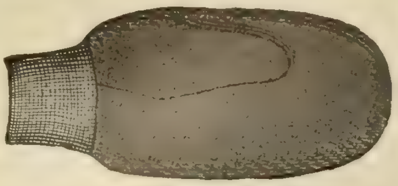
Wearbest Clothing
Manufacturing Company

Makers of Stylish Clothes
for Men and Younger Men

149 Notre Dame Street West
MONTREAL

"Style Clothes"

CHARACTER & INDIVIDUALITY



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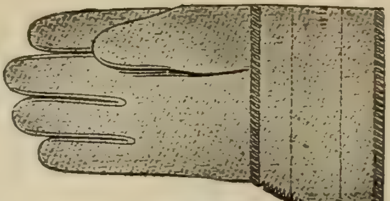

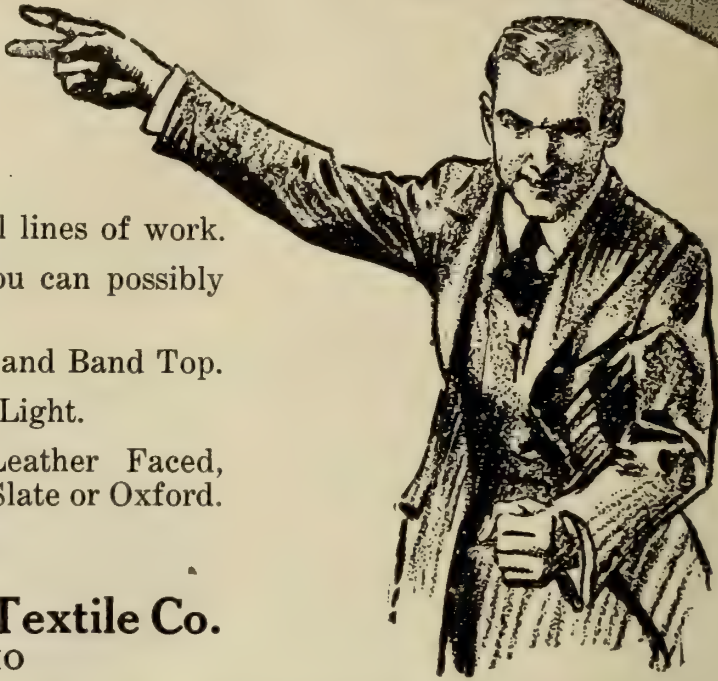

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Why You Should Stock TAPATCO GLOVES—

They meet every demand for all lines of work.

They are the best value that you can possibly offer in a cotton working glove.

STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

MATERIALS—Leather Tip, Leather Faced, Jersey Gloves and Mitts in Tan, Slate or Oxford.

Made in Canada

The American Pad & Textile Co.
CHATHAM, ONTARIO

CANADIAN BRAND CAPS
easily take the leadership by right of Superb Quality and Correct Style

CANADIAN CAP TORONTO

Silver and Gold Caps

All wool silver tones in nifty caps that are as good as gold to any merchant. Something new and are bound to bring you business.

Just received a full range of English Tweeds. These are just a little different from the ordinary. Our travellers will be showing these in the near future.

Our factory is well equipped and our employees are skilled in the art of making caps.

Post card us if our traveller does not call.

Canadian Cap Co.
160 John Street, Toronto

WREYFORD & CO.
TORONTO

Manufacturers' Agents and Wholesale Men's Furnishers

Dominion Agents for

TRESS & CO., Manufacturers, London and Luton
Sporting Caps and Straws, High Class Hats

YOUNG & ROCHESTER, London and Londonderry
Manufacturers Shirts, Neckwear, Flannel Trousers

"AQUASCUTUM" Noted English Ulsters,
Rainproof Coats for Sports, etc.

R. W. MYHILL, Leicester, Eng.
Manufacturers Hoisery

JOHN SKELTON & SON, Norwich, Eng.
Manufacturers Coat Sweaters, Mufflers, etc.

Save Manufacturers' Profits

We are in a position to

Cut
Make and
Trim

High Grade Men's and Young Men's

Suits and O'Coats

You furnish the cloth, we do the rest. Our plan will

Save You 20 to 30%

on clothing manufacturers' prices.

Write or wire for particulars.

At your service for Good Workmanship.

N.B.—Prompt Deliveries.

BEECKEL-ROST CO.

285 NOTRE DAME ST. WEST MONTREAL

TROUSERS

in which are combined sound materials and good workmanship

It's merely good business to stock a reliable line of trousers. The high cost of clothes is making many a man prolong the life of an old suit by buying a new pair of pants where formerly he bought a whole suit, and an extra pair of pants is the general rule with most men.

HAUGH
BRAND TROUSERS

Afford the merchant an excellent means of connecting with this widespread demand. Every Haugh Brand Trousers is well cut and well made and and will give the wearer big satisfaction in wearing value.

MADE & GUARANTEED BY
PRICE
Haugh
BRAND
LOT SIZE
J. A. HAUGH MFG. CO. LTD. TORONTO

We can fill your order promptly.

J. A. Haugh Mfg. Co., Ltd.

TORONTO

Manufacturers of Arm and Hammer Brand Shirts and Overalls

MILNE'S
NECKWEAR NEWS

BIG VALUES SEPTEMBER, 1919 *RIGHT PRICES*

FALL AND HOLIDAY NECKWEAR

The distinctiveness that careful selection of fabrics coupled with tasty and attractive color schemes make possible is well expressed in the new Milne Christmas Neckwear offerings.

Sell a man one of these Big Value lines and you've laid the foundation for securing his permanent tie custom.

We guarantee deliveries but—

Order Now

WILLIAM MILNE

The Newest in Neckwear

50 York Street Toronto

Caps That Are Styled to Please Particular Men

WOLFE'S

In Style, Comfort, Quality and Pattern—from the first stitch to the last—Wolfe's Caps are essentially superior.

Our representatives are now on the road with our new lines for immediate and Spring delivery. It will pay you to wait for them.

Is your stock low? Why not send an open order for sample lot prepaid by express—a postcard does it.

CONTRACTOR
TO H.M. THE KING
WOLFE'S CAPS
BRITISH MADE

EXPRESSLY FOR
Gentlemen

A. Harry Wolfe
Limited

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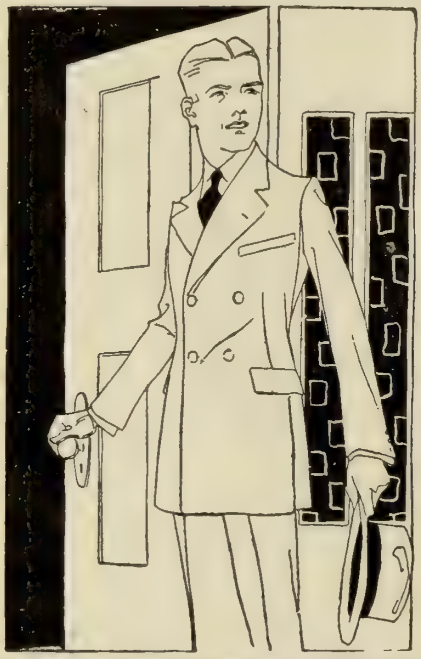
Montreal



Clothes that satisfy the critical demand

Whether the first consideration be appearance or whether money value is the determining factor you can offer both in generous measure when you're handling the Spring, 1920, lines which our men are now showing.

The fabrics are carefully selected while the tailoring is up to our usual satisfaction standard.

Pictures and descriptive matter cannot equal a personal examination. And we are ready to show you a complete line of samples just whenever you say.

Empire Clothing Company
Toronto, Ont.

Lion Brand Bloomers

A juvenile line that for satisfaction cannot be excelled. Made by operators who have made a study of the boys' clothing problem and know how to put the wear-resisting qualities where the wear comes hardest.

Sorting orders on **Wash Goods for Boys** will be promptly attended to.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

Style-Craft
TAILORED CLOTHES

Your customers are our customers, and it is up to us to please them. It is to our mutual benefit.

E. G. HACHBORN & CO.
Toronto

CLASSIC CLOTHES

Correct Styles and Big Value

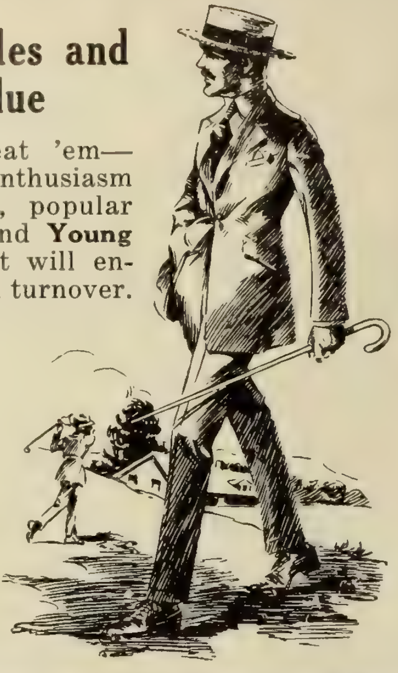
You cannot beat 'em—there's a lively enthusiasm about our new, popular line of **Men's** and **Young Men's Suits** that will ensure you a quick turnover.

The styling and fabrics are suited to the taste of the most discriminating buyers.

Boys' Line

Attractively Priced Boys' School Suits ready for immediate shipment.

Our travellers will be out shortly — watch for them.



EASTERN PANTS MANUFACTURING CO.
324 NOTRE DAME ST. WEST MONTREAL, QUE.
Makers of
MEN'S, YOUTHS' AND BOYS' PANTS AND BOYS' SUITS.

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

"There is a tide in the affairs of men which, taken at the flood, leads on to fortune."

WELL ESTABLISHED HOSIERY AGENT REQUIRES REPRESENTATIONS of manufacturers of WOOL, COTTON, LISLE, ARTIFICIAL SILK AND PURE SILK, HOSE, HALFHOSE, ¾ HOSE AND SOCKS. Fine and medium flat underwear; women's and men's gloves (not working gloves); women's sports coats and scarves; boys' jerseys. Communications invited from all enterprising mill owners who desire to do British trade direct with wholesale houses (jobbers). Absolutely in close touch with all buyers of above goods. Address "Hosiery," c/o Street's, 30, Cornhill, London, England.

Say
You Saw It
in
Men's Wear Review

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DOMINION
RUBBER
SYSTEM

A New Price List for

"DOMINION RAYNSTERS"

"Made-in-Canada" Raincoats

went into effect on August 1st. It is important that every dealer and buyer of men's clothing and women's coats should have this information.

If you have not received a copy, write our nearest Service Branch.

Dominion Rubber System

Service Branches located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria

Tooke

Kum-Seald Handkerchiefs

The handkerchief that is made clean, kept clean, and sold clean.

A Clean Seller With No Ragged Edges

Tooke Kum-Seald Handkerchiefs have entirely revolutionized the retail end of handkerchief selling.

There's Big Business for the dealer who sells this "Clean Way" handkerchief.

The display case shows them to advantage and their patented package ensures new-pin cleanliness—the kind the customer expects.

Packed ready to hand over your counter—either single or multiple, as desired.

Popular Priced **Immediate Delivery**

TOOKE BROS., LIMITED
MAKERS
MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, OCTOBER, 1919 No. 10.

READY FOR DELIVERY OCTOBER FIFTEENTH

The Williams, Greene & Rome Co., Limited, Kitchener, Montreal, Toronto, Winnipeg, Vancouver

Increased Production

To take care of the increasing demand for Zimmerknit Goods, we enlarged our plant, added to our equipment and have now capacity for an output many times larger than before.

We did this so that it would not be necessary to say "Orders cannot be promptly filled," but even with the greater capacity we still advise ordering early for Fall and Winter Goods.

Zimmerknit lines include very complete range of Men's, Women's and Children's Underwear, Hosiery and other knit goods.

ZIMMERKNIT

ZIMMERMAN RELIANCE LIMITED
HAMILTON, CANADA

A. B. COUCH, Sole Selling Agents for Canada

MONTREAL
43 St. Sacrement St.

TORONTO
63 Wellington St. West

WINNIPEG
Hammond Bldg

VANCOUVER
Mercantile Bldg.

MEN'S WEAR REVIEW, October, 1919. Volume IX. Published every month. Yearly subscription price, $2.00. Entered as second-class matter July 1st, 1912, at the Post Office at Buffalo under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.

HICKOK

BELTS and INITIAL BUCKLES

NOW FOR THE GREATEST HICKOK HOLIDAY BUSINESS EVER!

Thousands of stores are buying thousands more of Hickok Initial Buckles and Belts for the coming holiday season, because past seasons have proved them to be the one universally ideal gift for man and boy.

Today in our big buckle and belt factory at Rochester (the largest buckle and belt factory in the world, by the way) we are turning out the most beautiful designs in Initial buckles ever produced. These are made in 10K and 14K Gold, Sterling Silver Engine Turned, Gold Front, and also Sterling Front and Sterling Deposit. And we are using the finest grade of Cowhide and Calfskin leathers in our belts—all of which we make ourselves.

See that your assortments are complete—ready for the Christmas buyers who will want Hickok Belts and Buckles.

Our salesmen are now on the road showing the complete line, and all of the newest numbers.

Hickok Display Stands and Gift Boxes will make quick sales for you.

Write at once for big catalogue, just issued.

The Hickok Mfg. Co.
Rochester, N.Y.

A NEW DEVELOPMENT

You are no doubt wondering whether any house will be able to create something to take the place of a medium priced suit of regular clothes for 1920.

Whatever it is—it daren't be a makeshift. It must answer every requirement of the man who wants a serviceable suit of clothes to wear all through the spring and summer months and at a moderate price.

We are going to step into that field. We have developed a new type of suit in Palm Beach, crash and similar fabrics for 1920 that breaks away

Cohen,

PANTS

Canadian Representative
Phone St. Louis 2125 or

IN SUMMER CLOTHING

completely from the present standards of summer clothing.

It so closely approximates regular clothing that our customers will be able to maintain their full volume of medium-price suit business and at the same time have a line of summer clothing to feature that is absolutely different in appearance from anything ever seen before in tropical fabrics.

These new De Luxe Palm Beaches and crashes, as well as our regular Palm Beach line, will be opened in September.

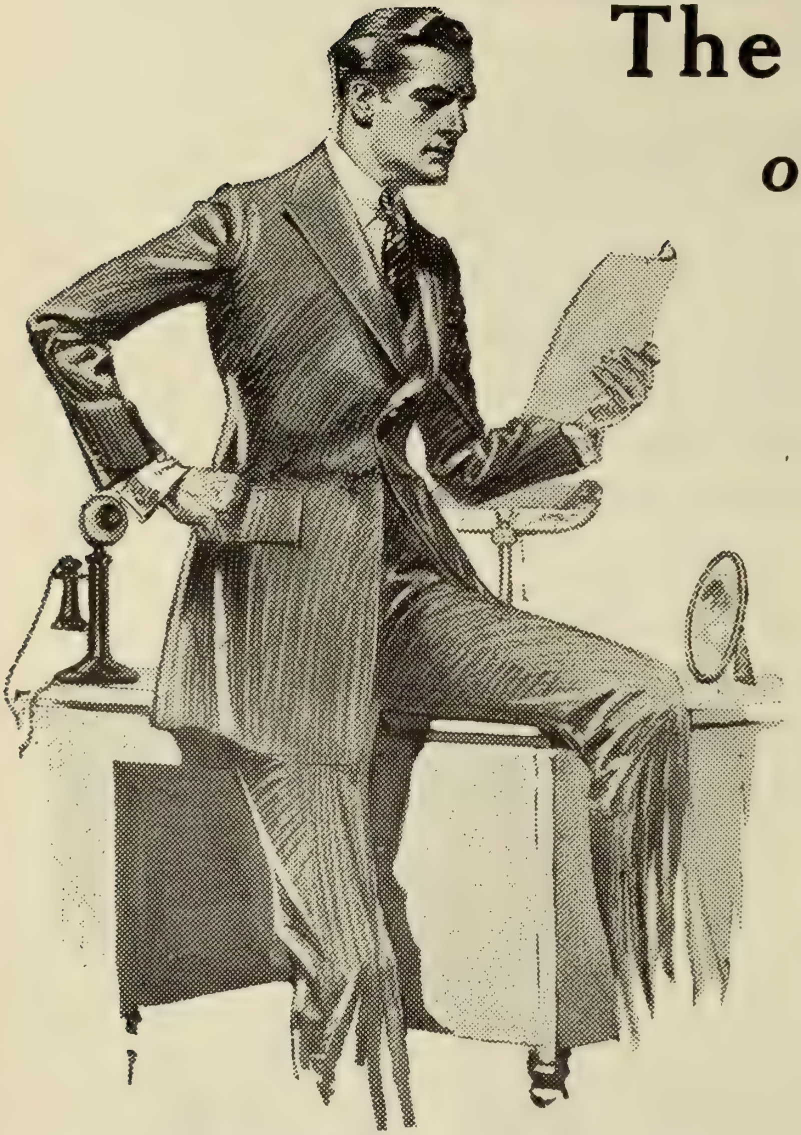
Goldman & Co.

NEW YORK

OVERCOATS RAINCOATS SUMMER CLOTHING

MR. E. N. DIMBLEBY
P.O. Box 566, Montreal

TRADE MARK REG'D
QUALITY
New Era
CLOTHING
'TIS THE QUALITY BEHIND THE NAME THAT COUNTS



The High Cost *of* Cheap Clothing

was never so evident as it is this season. Cheap clothing at any price is dear to-day. The careful merchant must, now more than before, handle a line where values and prices balance. A line where serviceable materials are made up in sensible styles at moderate prices.

New Era Quality
Clothes
is that line.

THE FREEDM
SOMMER BUILDING

TRADE MARK REG'D
New Era
CLOTHING
'Tis THE QUALITY BEHIND THE NAME THAT COUNTS

OUR representatives will shortly call on you with a complete range of

**Men's, Young Men's
Boys' *and*
Juvenile Clothes**

in a selection of fabrics which recall pre-war days; made up in styles that are the last word from the world's fashion centres.

**AN COMPANY
MONTREAL**

DU PONT CANADIAN INDUSTRIES

CLEANED INSTANTLY
May be cleaned in an instant simply by applying a damp cloth, and they look as good as new.

Challenge Cleanable Collars

Big Demand! Big Sales! Big Profits!

They're one of the best sellers you can keep in your store.

The general satisfaction, economy and comfort, that come from wearing Challenge Cleanable Collars are developing a big demand for them.

Is your stock of Challenge Collars complete for this Fall's trade? Don't miss this source of constant revenue. You can count on a host of satisfied customers when you sell Challenge Collars.

Write us for free collar stands and other sales helps. They're silent and always-on-the-job salesmen.

The Arlington Company *of* Canada
63 Bay Street LIMITED **TORONTO**

DU PONT

Tweed Hats

Your stock will not be complete without a good assortment of Tweed Hats. **Palter** made Hats are just a little different from the ordinary kind, the difference that makes sales on account of their snappy appearance and stay-in-shape quality, and the price is no more than you pay for goods of inferior make. We make a specialty of these Hats. Prices from $21.00 to $27.50 per doz.

To insure delivery **our advice** is to order early.

Men's and Boys' Caps in Jersey Cloth and Tweeds, all colorings and shapes, made in our own particular way.

Always look at our samples.

PALTER BROTHERS
Manufacturers of Hats, Caps and Uniform Caps
122-128 WELLINGTON STREET WEST, TORONTO

Up-to-date labor-saving machinery will take the drudgery out of keeping store records

A man should never do the work which a machine can do quicker, better, cheaper and easier.

Let a National Cash Register and Credit File do your work—

Put these two labor-saving devices in your store. They will help you to do business in business hours.

Your time and money are the very lifeblood of your business—

Protect them with a National Cash Register and N. C. R. Credit File. There is no need of risking business failure when safety is so easy and certain.

Labor-saving machinery offers you a great opportunity—

Thousands of your fellow merchants in Canada can tell you that a National Cash Register and N. C. R. Credit File put them on the road to greater profit and less work. You have the same opportunity!

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	**714 Second Street W.**
Edmonton	**5 McLeod Bldg.**
Halifax	**63 Granville St.**
Hamilton	**14 Main Street East**
London	**350 Dundas Street**
Montreal	**122 St. Catherine Street W.**
Ottawa	**306 Bank Street**
Quebec	**133 St. Paul Street**
Regina	**1820 Cornwall Street**
Saskatoon	**265 Third Avenue S.**
St. John	**50 St. Germain Street**
Toronto	**40 Adelaide Street**
Vancouver	**524 Pender St. W.**
Winnipeg	**213 McDermot Avenue**

FACTORY: TORONTO, ONTARIO

CLOTHES

and complete

For Boys--

Made according to the principles that must necessarily govern successful clothes for active, healthy, hustling lads.

Every garment in our Spring assortments of boys' clothes represents an interesting combination of style correctness and big value for money.

You will profit by a comparison of these values with any other boys' togs at a similar price.

Coppley, Noyes &
HAMILTON,

FOR STYLE

satisfaction

For Men--

Suits and overcoats that are expressly made to register satisfaction—big and unstinted—with the men who exercise keen discernment in the selecting of their Spring clothes.

Without being the least bit grotesque these creations of ours for the coming season combine the very essence of correctness in fashion and are equally attractive from the standpoint of money value.

We urge you to look over these before you definitely decide to place your order. You be the judge.

Randall, Ltd.

ONT.

PERRIN'S GLOVE

PERRIN'S GLOVE

The name "Perrin" on gloves corresponds to the word "sterling" on silver. Men and women who buy with the sharpest discrimination and keen appreciation of worth, style and wearing qualities invariably choose Perrin's.

"Kayser" GLOVE

REAL CHAMOISETTE

MADE IN CANADA

The quality of Kayser "Real chamoisette" gloves sells them with practically little recommendation. Men and women know that Kayser Chamoisette Gloves wear well, look well and are best in the long run.

Seldom do you find two such lines of outstanding popularity as Perrin's and Kayser Gloves.

It pays to feature them.

P. K. Company

Successors to

Perrin Freres & Cie

SOMMER BUILDING

MONTREAL

Shirts For Spring 1920

Shirts that sum up distinctive styling, fine quality, latest shirtings, totally different patterns and color combinations, with an obvious element of smartness are included in Peck's new Spring assortments.

Peck's

Caps That Are Correct

You will want to see Peck's attractive line of caps before you place your Spring orders.

Caps that are correct, classy and characterful.

John W. Peck & Co., Limited

Manufacturers of

Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Peck's

BOYS' CLOTHES

—they're tailored to *safeguard* what the boy forgets.

When "regular" youngsters play they don't give a "whoop" about their clothes—they can't think of wear and tear.

Peck's juvenile clothes are sturdily tailored to stand this strain—tailored with the same care and attention that have made Peck's Men's Clothing famous.

Mothers will feel a thrill of pride to see "their boy" arrayed in such beautifully styled, practical play clothes.

Be sure you see our samples

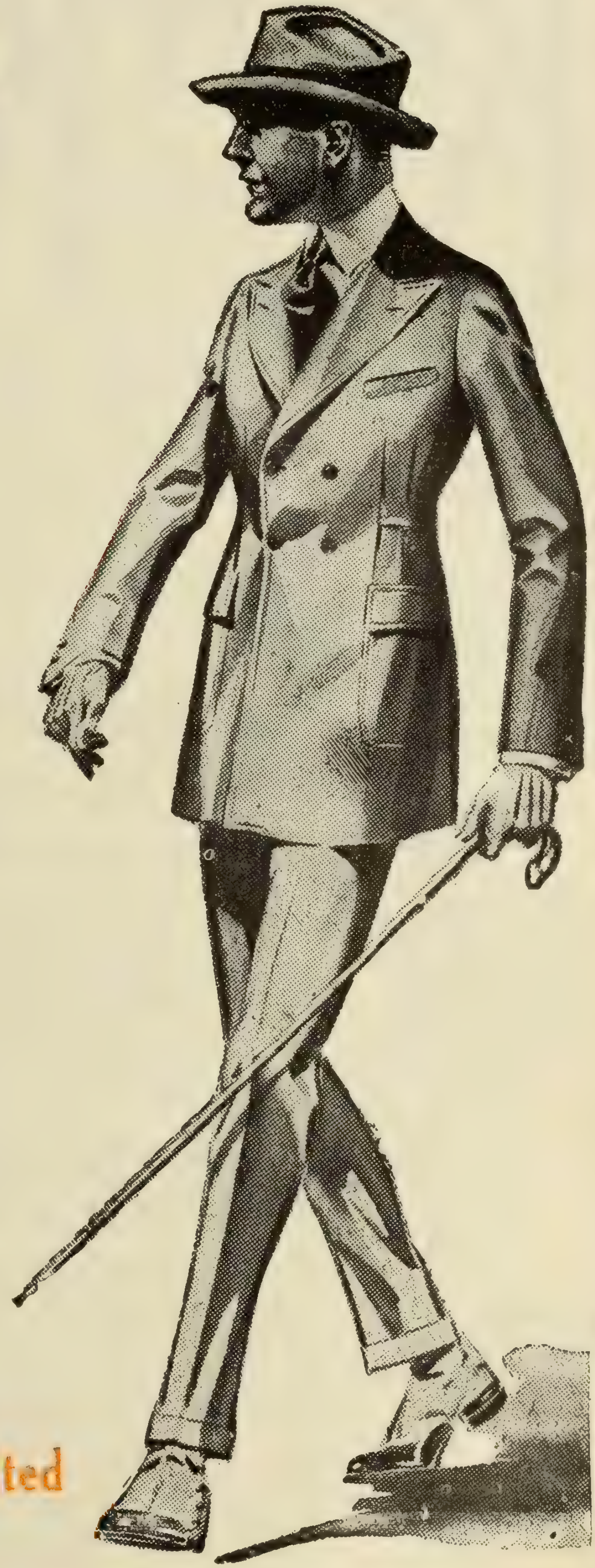
John W. Peck & Co., Limited

Manufacturers of Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

Peck's

Distinctive Clothes



Suits that portray a superior degree of style distinctiveness form the make-up of Peck's unusual range of Spring offerings.

The clever modelling, rich textures and the refined exclusive pattern variety appeal to men who demand the particular. Clothes that look right—wear right and sell right.

Don't fill your Spring order until you've seen Peck's.

John W. Peck & Co., Limited

Manufacturers of Men and Boys' Clothing, Shirts, Caps, etc.

MONTREAL WINNIPEG VANCOUVER

KANTKRACK

Trade Mark Registered

A good standard shape
12-18 1-2

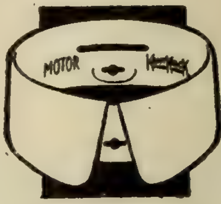
A popular style
13-17

Linen-like collars that need no laundering

Collars that sell on their appearance and with instant cleanable features that save the wearers real money in reduced laundry bills.

KANTKRACK Collars are made in many attractive shapes and in a big range of sizes. Think of the three K K K when next you need a stock of waterproof collars.

**The Parsons & Parsons
Canadian Company**
HAMILTON CANADA



Always saleable
12-18 1-2

A collar that sells
12-18 1-2

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Need a Stock of
Men's and Ladies' Waterproofs ?

Our Salesmen are now showing as nice an assortment of

**Waterproof Motoring and
Top Coats for Ladies and Gentlemen**

as you could possibly wish to see.

These Coats excel in Fabric, Style and Workmanship. Write for samples and Prices.

**The new management guarantee
smart, courteous service.**

THE SCOTTISH RUBBER CO.
LIMITED
316 Notre Dame Street W. MONTREAL

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

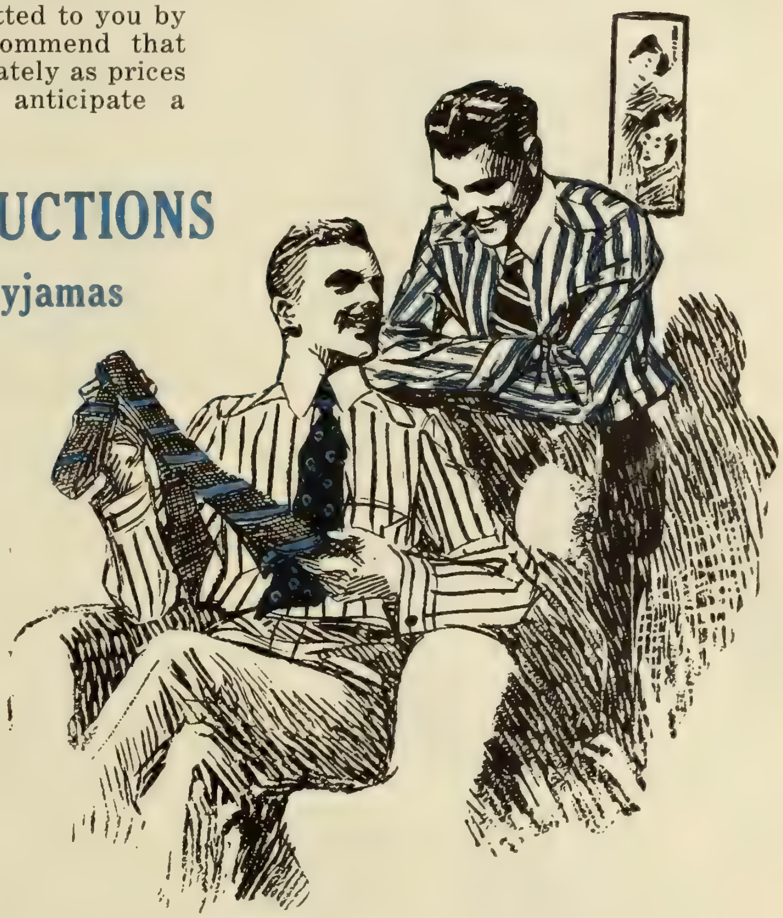
Star BRAND

NEXT SPRING

will bring you the profits of orders wisely placed this Fall. Our Shirts for Spring comprise an exceedingly interesting range of materials imported and domestic. When this complete range is submitted to you by our representatives we recommend that you place your order immediately as prices are still unstable and we anticipate a shortage of materials.

DELPARK PRODUCTIONS

Underwear and Pyjamas



THIS FALL

We regret we are unable to accept any further orders for Neckwear for the Christmas season, our production being entirely sold since September 1st.

VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : : : : 153 NOTRE DAME STREET WEST

MONTREAL

FACTORIES: HAMILTON, ONT.

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

Broadway
BRAND

Clothes
for exacting men

OCTOBER, 1919 BIG BUSINESS

Distinctive Clothes that help to advertise your business.

Once a Broadway suit or overcoat gets into the hands of the customer it becomes a publicity agent for the brand. Its distinctive style and the very apparent quality of the fabric prompts inquiries of its owner.

That is the way the demand for Broadway Clothes and Overcoats multiplies and the man who sells them builds up his business. A card will bring one of our travellers to you with a full line of samples. He will convince you.

Randall & Johnston
Limited
TORONTO

Get double value out of that coat and vest by matching up the suit with a pair of

EVERYMAN'S TROUSERS

You'll be surprised how easy it is to get almost a perfect match—and with style and fit too.

Ask for Everyman's and insist on the Everyman's Label on the inside of the waistband.

UNION MADE

It pays to stock "Everyman's" Trousers. Your profits are as good and even better than on the cheaper and less popular lines.

Write us for prices and patterns.

DAVIS BROS.

HAMILTON, CANADA

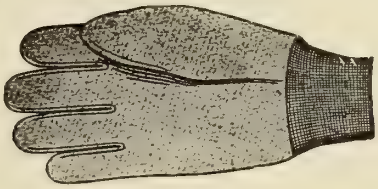
You'll need a stock of

TAPATCO
REGISTERED BRAND TRADE MARK

GLOVES

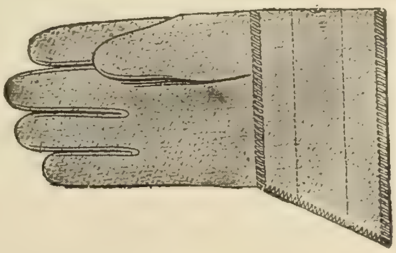
for the Harvest Trade

TAPATCO Working Gloves are just right for the man who helps to garner Canada's Harvest. Roomy, Comfortable and Well-Wearing to a degree every pair of TAPATCOS give the customer unstinted satisfaction for his money.



And whatever the man's fancy in Working Gloves may be, you can fit him from the TAPATCO line. There are Gauntlet, Knit-Wrist and Band Top Styles in heavy, medium and light. Leather Tip and Leather Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

Ask your jobber.



The

American Pad & Textile Co.

CHATHAM, ONT.

A PROBLEM

YOURS AND OURS

There are a lot of people that **you'd like** to sell goods to who do not trade with you. It is the same way with us.

Taking your own case you can probably think of many men, just **the** men whom you would like to have buy from you and yet they don't. You honestly believe that it would pay them to patronize **your** store. You'd like to know why they do not. **Why** when you yourself **know** that your store offers nothing but **quality** merchandise and has a **reputation** for excellent service, do they **seem** to overlook you?

Well, that's just the way we look at it. We put on the market a high grade of general and fancy **men's furnishings** and yet there are some merchants who miss buying these goods. Why not make **mutual** effort to get together and build up a bigger business for **both?**

You must **know** our goods and you surely **know** us. Let us convince you that both of us are losing business because you are not selling our line.

Look below. Other retailers are handling our line with big results. Why not have a share of

"Racine" Working Shirts
"Hero" Fine Shirts
"Strand" (Chemise de Luxe) Shirts
"Lifesaver" Overalls
"Samson" Pants
"Record" Sox

One department of our organization which is steadily increasing in popularity is our mail order department. On receipt of your orders we will forward the goods by return express.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-96 St. Paul Street West, Montreal

Factories: Beaubien St., Montreal ; St. Denis, St. Hyacinthe.

Sample Rooms: Ottawa, 111 Sparks St.; Quebec, Merger Bldg.; Three Rivers, Sherbrooke; Sydney, N.S. 269 Charlotte St.; Toronto, 123 Bay St.; Haileybury, Matabanick Hotel.

S R & Co

"Fit Well"

WATERPROOF

BEST BRITISH MAKE

RAINY days have no terrors for the man who wears a "Fit-Well" rainproof, for he has learned that "Fit-Well" rainproofs are a real protection. Cleverly tailored their striking appearance wins favor with "natty" dressers. Don't fail to see our samples and stock up for the Fall trade.

We have a large stock for immediate delivery. Mail orders will receive special attention.

S. RUBIN and COMPANY

Mfrs. of the
Fit Well Waterproofs

437 ST. PAUL ST. W., MONTREAL

CANADA'S GREATEST MACKINAW HOUSE

These "G.H.G." Mackinaws

are made from the finest Canadian Fleeced Wool

They look good, do they not? And they **ARE** good—fashioned along pleasing lines and with a quality that precludes possibility of unsatisfactory wear.

There's a big variety of checks and colorings—a mackinaw for every man in town.

No. 612

Mackinaw Wool Blazers. Made from pure Canadian Wool Mackinaw in fancy stripes and checks. They are soft and pliable, with lots of room, and are in great favor with lumbermen.

No. 610

Boy's "Country" Brand Mackinaw Coat. Single breasted, shawl collar, two pockets with flaps, belt and smart cuff. A stylish coat made from our "Naidanac" Mackinaw in small exclusive checked patterns.

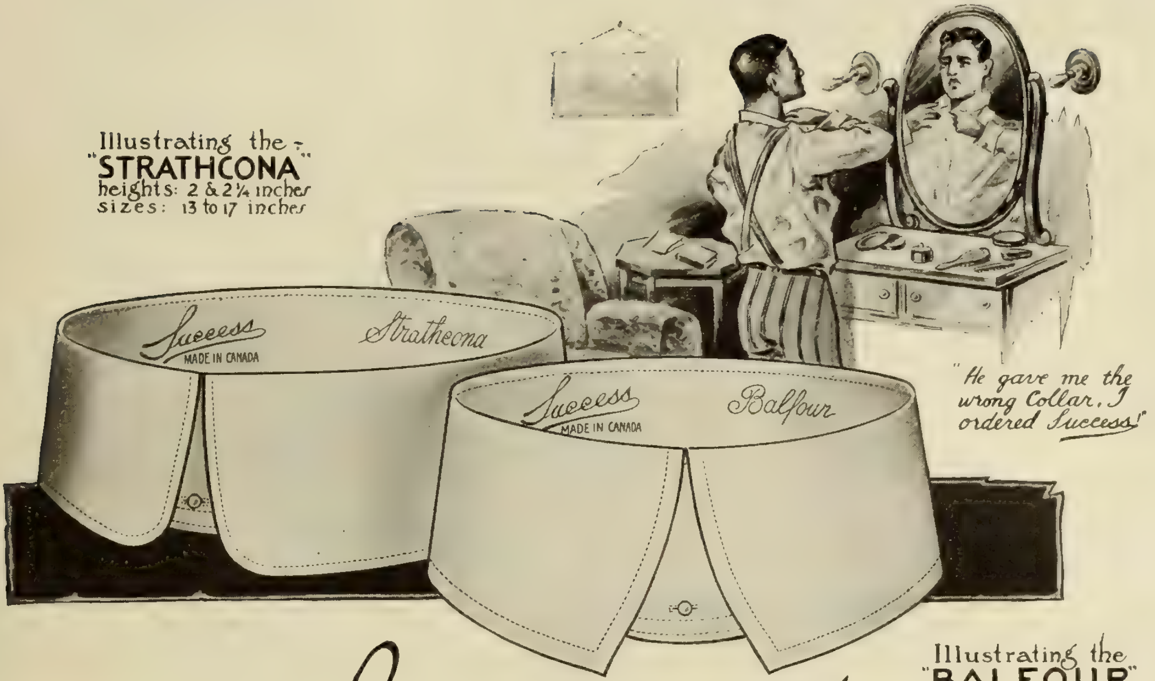
No. 604

Naidanac Mackinaw Street Suit. A most popular suit for town and city wear — very comfortable for motoring. Used exclusively by smart dressers at sporting events. Merchants will find this a "best seller."

Get the illustrated price list that describes the "G.H.G." line in detail. A copy is here all ready to mail you.

Send for it now and figure the advantages of selling "G.H.G." Mackinaws during the winter months.

Grant-Holden-Graham
Limited
Ottawa, Canada



Illustrating the
"STRATHCONA"
heights: 2 & 2¼ inches
sizes: 13 to 17 inches

Illustrating the
"BALFOUR"
sizes 14 to 17 inches

Success

Collars are

Easy to put on
a pleasure to wear
and good to look at.

Ask your wholesaler about them

The Canadian Converters' Co. Limited.
Montreal

"Storm Resista" WATERPROOFS

Reliable weather-proof utility coats, stylish, neat-fitting and of good quality throughout.

Make a liberal selection from the samples presented to you by our salesmen. It will pay you well to do so.

AN EXTENSION

On or about May 1st, 1920, we take possession of more commodious and modern premises in the new Sommer Building now in course of erection on Mayor Street.

H. E. DAVIS & CO.

117-119-121 St. Henry St., Montreal

TRADE Hanson MARK

IT APPEARS ON ALL OUR SOCKS

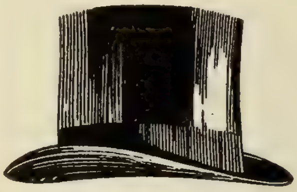
COLD FEET?

Give him Hanson's. We specialize in the making of all wool socks for general wear.

Comfort and service have made them favorites everywhere. Why risk your reputation—we guarantee them.

If for any reason you have not ordered through our representative, send order direct to the mill. It will have our personal attention.

GEORGE E. HANSON
HULL, P.Q.



SILK HATS FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

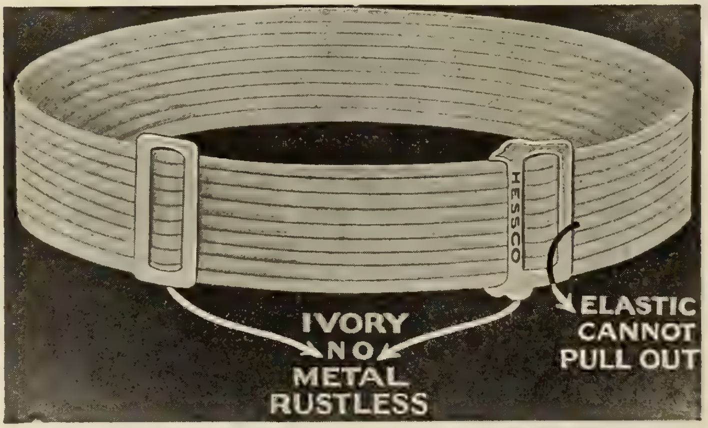
New styles now ready.

Prices Moderate.

GEO. PROVENCHER

166b. St. Elizabeth Street MONTREAL

Established 1894



The Hessco Arm Band

A good looking and durable arm band made to retail at popular prices.

There is no metal whatever in the "Hessco" and another important point—the elastic cannot pull out.

The "Hessco" Arm Band is a money maker. Send for a trial supply to

Kitchener Suspender Co., Ltd.

KITCHENER, ONT.

FOR NEXT SPRING

There is every reason why you should place early for next Spring's requirements. We advised early buying for Fall and our advice was sound. You cannot get your order in too soon.

ACME
TRADE MARK

Order Early

FINE GLOVES
WORK GLOVES AND MITTS
KNITTED GOODS
LARRIGANS
MOCCASINS
WORK SHIRTS
OVERALLS
MACKINAW CLOTHING
SHEEP-LINED CLOTHING
RIDING BREECHES

SORTING BUSINESS

Do not let your stocks run low. Sort up early. Prompt attention to mail orders.

ACME GLOVE WORKS
Limited
MONTREAL

THE *Lang* SHIRT

The Spring 1920 Showing Is Now Ready

A remarkable array of distinctive shirtings, newest designs and handsome colorings await your selection in our unique assortments for spring offering. Our travellers are now out on the road and a postal card will insure you of an inspection.

All Lang Shirts are made in desirable sleeve lengths with your name on the neck band if so desired.

We can assure you of prompt deliveries if you order early.

The Lang Shirt Co., Limited
Kitchener, Ontario

PROGRESS CLOTHING

REGISTERED TRADE MARK PROGRESS BRAND

The Label that made Canada famous for its reliable clothing

FOR SPRING 1920

OUR MUTUAL WANTS

YOU WANT PROGRESS CLOTHES Representing Value The Standard of your Coin

YOU WANT PROGRESS CLOTHES Distinguished in Form Correct in Style Perfect in Make and Reliable in Wear

YOU WANT PROGRESS CLOTHES To bring ONE Honest Profit and TEN New Customers

YOU WANT PROGRESS CLOTHES Known through personal experience and advertised by "word of mouth" from coast to coast

WE WANT

CUSTOMERS
who are
KEEN BUYERS
LIVE SELLERS
who buy
TO SELL
and sell,
so as to
SELL AGAIN

IF OUR WANTS are not too much to ask for what we offer, write us to-day and reserve a place in the great procession of "PROGRESS" for SPRING 1920

Our Salesmen are Now on the Road—Your Inspection is Earnestly Solicited

---

CASH (or equivalent) BUYERS visiting the market will do well to

GIVE US A CALL

REGISTERED TRADE MARK PROGRESS BRAND

The Label that made Canada famous for its reliable clothing

Our SPECIAL ORDER Dept. has proven the keynote of "PROGRESS." We are open for a limited number of accounts. One in a town. Are you one?

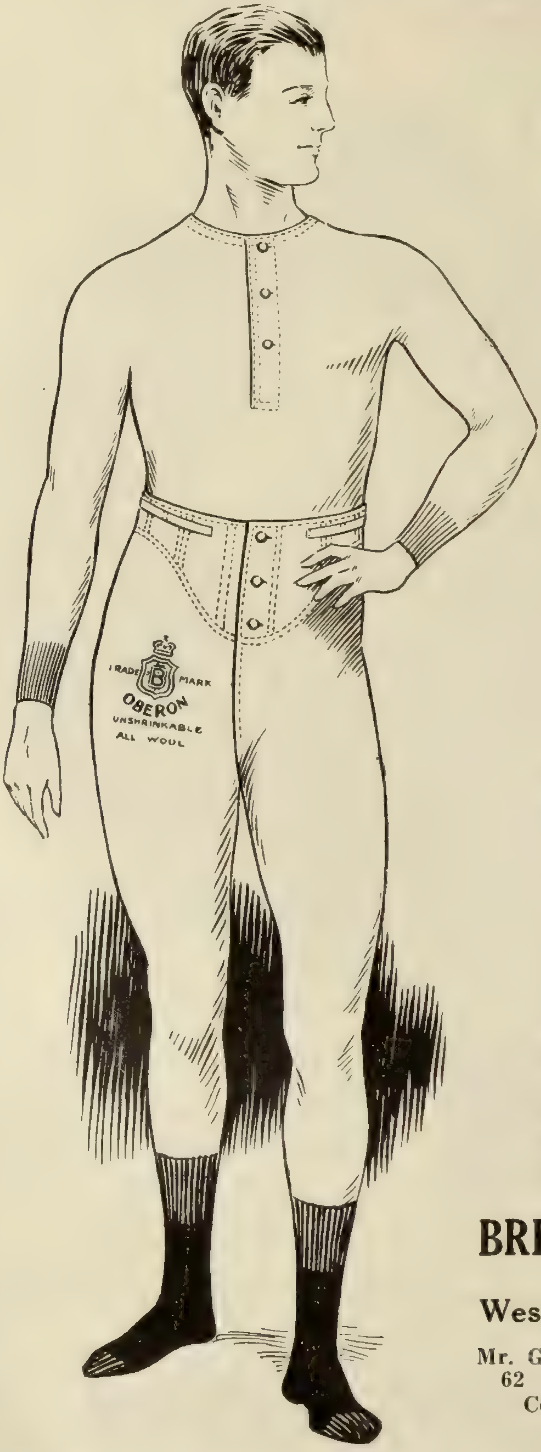
H. Vineberg & Company, Limited

Corner St. Lawrence Blvd. and Duluth Ave.
MONTREAL

GEORGE BRETTLE & Co. LTD.

Manufacturers and Merchants

119 WOOD ST., LONDON, E.C. 2, ENGLAND



"OBERON" UNDERWEAR

(BRETTLE'S FAMOUS MAKE)

FOR CANADA

TRADE MARK OBERON

THE world-wide sale of Brettle's "Oberon" Underwear is due to its sterling qualities. Brettle's "Oberon" Undearwear always gives the customer complete satisfaction—full value for money in comfort and durability. It brings the customer back again and again with repeat orders; it yields you a fair profit. Is not this a sound business proposition worth investigation as soon as possible?

Brettle's "Oberon" Underwear is made in full ranges of boys', youths' and men's garments. Samples can be seen at the addresses below:

BRETTLE'S CANADIAN AGENCIES

Western Provinces:

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62 Grace Court
Comox Street,
Vancouver, B.C.

Eastern Provinces:

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Sts.
Toronto

GEORGE BRETTLE & CO., 119 WOOD ST., LONDON, E.C.2, ENGLAND

SCHWARTZ & JAFFEE, Inc.

ANNOUNCE
THAT THE OPENING OF
SPRING 1920 LINES
JUVENILE, BOYS' AND YOUNG MEN'S CLOTHING
WILL TAKE PLACE SIMULTANEOUSLY
IN NEW YORK AND CHICAGO

ON TUESDAY, OCTOBER 14th, 1919

Our Staff will be in attendance.

CHICAGO:
Palmer House

NEW YORK:
880 Broadway
at 19th St.

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

**BROADWAY
AT 19TH STREET
NEW YORK**

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT

For the Out-door Winter Worker

"A.R.C." Brand

Leather Working Gloves, Mitts and Gauntlets

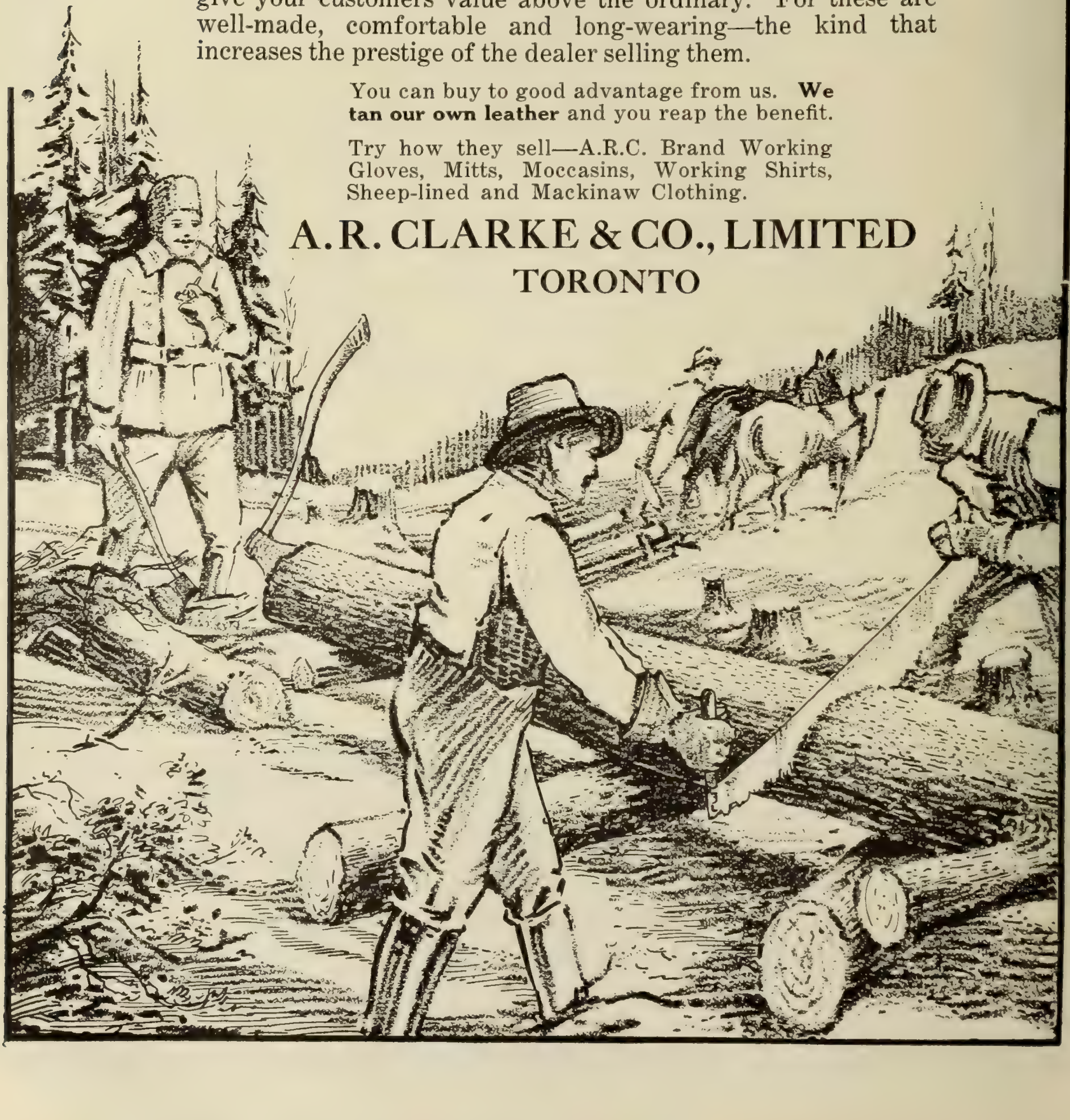
Every live merchant should be in a position to meet the working men's demand for good, serviceable working gloves.

In "A.R.C." Leather Working Gloves, Gauntlets and Mitts you give your customers value above the ordinary. For these are well-made, comfortable and long-wearing—the kind that increases the prestige of the dealer selling them.

You can buy to good advantage from us. **We tan our own leather** and you reap the benefit.

Try how they sell—A.R.C. Brand Working Gloves, Mitts, Moccasins, Working Shirts, Sheep-lined and Mackinaw Clothing.

A.R. CLARKE & CO., LIMITED
TORONTO



Elk Brand Clothes

for

SPRING

1920

Mr. Dealer, read these few facts about Elk Brand Clothes. They may not be told in very high brow sentences, nevertheless they tell you what we want you to know. Having this knowledge we feel that you will certainly place an order with us.

¶ Elk Brand Clothes are fashioned of hardy and attractive fabrics of the very latest design.

¶ Every suit of Elk Brand Clothes is the result of clever designing and expert tailoring, under the supervision of Mr. G. A. Beeckel.

¶ Elk Brand Clothes are stylish and up-to-date in every essential.

¶ The prices we quote are attractive and allow for the retailer a good profit.

For Your Boys' Department

Our line is larger and more complete than ever. Everything for boys and juveniles. Exclusive models designed and under supervision of Mr. Jonap, who has charge of our Boys' Department.

Our salesmen are now on the road

J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

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Uniforms And Caps For All Purposes

Are there any local organizations in your town that require uniforms and uniform equipment?

FIREMEN
POLICEMEN
RAILWAYMEN
BANDSMEN
NURSES
BOY SCOUTS
LODGES
CHAUFFEURS, etc.

If so, this is a business you, Mr. Men's Furnisher, should get after. Send your orders or enquiries to us. We specialize in this business and can supply you promptly and satisfactorily at lowest prices.

WM. SCULLY, LTD.

Uniform Equipment and Supplies

320 University Street - Montreal

The Dale Wax Figure Co., Ltd.

86 York St., Toronto

Suits Displayed Well

are more than half sold, for good display will attract your customers' attention and create the desire to buy.

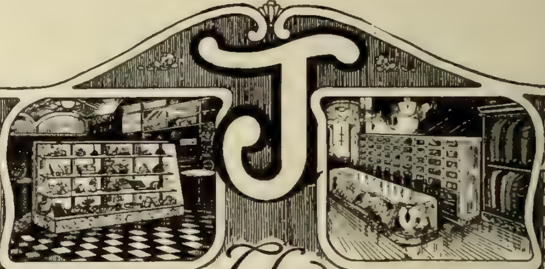
Dale display fixtures will enable you to show off your stock to the very best advantage.

Dale Wax Figures will keep your stock moving all the time.

Shirt forms, hangers of all kinds always in stock.

Dale Wax Figure Co., Limited
86 York St., Toronto

Montreal: 150 Bleury St.
Vancouver: E. R. Bollert & Son.
501 Mercantile Building



The New Way System

OF UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

CLOTHING,
DRY GOODS,
GENTS' FURNISHING,
DEPARTMENT STORES.

Catalogue and particulars on request.

Jones Bros. & Co. Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal P.Q.

Head Office
29-31 Adelaide St West.
Toronto Ont.

Western Branch:
437 Main Street
Winnipeg Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

AS STURDY AS THE MEN WHO WEAR THEM

Atlantic wool underwear is made stout and hardy to meet the demands of stout and hardy out-of-door men.

Men whose work takes them into the open know the wisdom of buying the very warmest and most serviceable underwear made.

These men are your most exacting customers. When they ask for warm, durable underwear give them Atlantics—Atlantics insure satisfaction to both dealer and customer.

Your Jobber Has Them

ATLANTIC
UNSHRINKABLE

Atlantic Underwear, Ltd.
MONCTON, N.B.

E. H. WALSH & COMPANY
MONTREAL AND TORONTO
Selling Agents for Quebec, Ontario, and Western Provinces

The Big Demand

Someone in your locality is going to go hard after the increasing trade in Kitchen's overalls and shirts. The returned soldiers getting back into industry will double the demand for these garments. Let your store be the first to be identified with

KITCHEN'S
"Railroad Signal"
OVERALLS
AND
WORK SHIRTS

This line is noted for real, honest quality and workmanship. Built for service and comfort. Double reinforcing where the pulls come, double and triple stitching where the wear is hardest. Overalls have plenty of pockets and high bib. Open front work shirt—handiest ever made.

Take hold of this strong line and capture the profits.

The Kitchen Overall and Shirt Co., Limited
Brantford, Ontario

501

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX. TORONTO, OCTOBER, 1919 No. 10

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Entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, under the Act of March 3, 1879.

REPEAT ORDERS

for most of our standard lines filled promptly. 1920 Spring lines are now being shown by our salesmen.

It pays to sell

Truro **STANFIELD'S** *Unshrinkable* **UNDERWEAR** **Nova Scotia**

Stanfield's Patented Adjustable Combination and Sleepers for Growing Children.

Men's Wear Review

The Recognized Authority of the
Canadian Men's Wear Trade

VOL. 1X. TORONTO, OCTOBER, 1919 No. 10

HOLIDAY TO BE BIG SELLING SEASON

Preparations Being Made by Wholesalers For Biggest Assorting Business in Years.

THE trade, both retail and wholesale, are looking forward to a very busy season. Starting in considerably earlier than usual, due to the buying public being educated up to the idea that goods will be scarcer as time goes on, and that the selection will be poor but at the same prices, therefore, why wait? Then, again, all of "the boys" that have come home met and made many good friends in England, and it is only natural to expect that they will wish to send them some token of remembrance at the Xmas season. Allowing for time taken for overseas shipments it may be expected that gifts will be bought early in November. Then there are the "boys" who are home for the first Xmas in years. They won't get chocolate, figs, dates, Christmas cake and socks, as they have for some years past—they will get more personal things, neckwear, gloves, smoking jackets, shirts, and so forth, things as a rule a man does not buy himself but is always glad to get.

You will find that every department of your business will be called on to handle more goods than ever, for all kinds of furnishings will be in great demand.

In some of the American men's wear stores they advertise that saleswomen will be employed at the Christmas season to look after the customers who are shopping for "hubby," brother and sweetheart. It is an idea that can be made use of here to advantage, creating confidence in the minds of the women purchasers is another good rule to follow. They are doing the shopping for men to-day more than ever before, and the Xmas shopping may just begin the habit of coming into your store. A great many men's wear stores are now handling boys' wear and here again it's the mothers that have to be appealed to. Father is consulted before the suit is bought and after, but is not usually on the job when it is bought. No, sir, he knows better. The women customers are, therefore, most desirable, and everything should be done to make them feel at home in a "men's wear" store. In some departmental stores they have a shopper who looks after the poor male member of the family who is elected to match a piece of ribbon for friend wife. He is directed to the shopper who takes the ribbon or instructions and shows the said male where he can rest in peace, and you may be sure that if that ribbon or request can possibly be matched or fulfilled it will be, and the shopper does it all. And all the shrinking man has to do is pull something out of one pocket and put something in the other. Simple, isn't it? But the idea is there and we can reverse the rule and look after the women in the same way, only with the difference that merchandise must be felt, handled and compared, with suitable explanations thrown in from time to time, and the final decision left to the customer. It will be found difficult to get a number of lines in the attractive wrappings and packages that have generally gone with lines shown at Christmas time. The manufacturers have been disappointed in deliveries and again have not had the help to spare to box goods as formerly, preferring to keep every hand busy on production that would fill orders badly wanted by retailers.

Successful Merchant Tells How Retail Business Can Be Increased

By LLOYD P. SOUDERS

President, Parsons-Souders Co., Clarksburg, W. Va.

Honest advertising, consistently and persistently pursued, with liberal injections of brains, supported in the store by fair dealing and honest merchandise, will make any establishment grow; tested it out by stopping his own advertisements, noting receipts fall and then watching them rebound when he resumed printed bids for custom.

Reprinted by courtesy Associated Advertising, New York, N.Y.

THE merchant of to-day who is not a commercial athlete, in constant training, eternally alert, quick to act, and equipped with modern strategy and skilled in merchandising, advertising and salesmanship, must be content with a diminishing volume of business and very precarious profits.

What is advertising?

Advertising is the power of an idea, multiplied.

Other powers lose by expansion. For instance: Steam is power only when confined. Electricity radiated and diffused becomes nothing. Sound dies with distance.

But the great power of advertising increases by expansion. Diffusion is its very life. It grows upon what it imparts.

Must be Genuine

Advertising to be a power must be genuine, vital and related to the function of a meritorious business, and means of its furtherance must be carefully chosen.

Advertising is not merely to sell goods. It should be educational, thus enabling people intelligently and economically to buy goods.

Advertising, when efficient, aids distribution and lowers the cost of commodities, because it becomes the thousand-tongued salesman, making possible the multiple merchant, who reaches tens of thousands of people at less cost and effort than the store that does not advertise could reach one or a dozen.

Advertising must be an asset to business, not an expense.

Advertising must produce, and not consume.

The prosperity of any community depends upon its retail business. The farmer may grow and the manufacturer can make only as the merchant sells, and the merchant can sell only as the people buy. When merchants sell and people buy, then money and merchandise are kept in motion. Thus the whole community is prosperous.

I asked a merchant the other day why he didn't advertise, and he said: "I don't know how to advertise." "Well! Would you if you did?" "I certainly would. I'd go straight and contract space in papers. Other merchants would, too, but are just like me, not knowing how, have just let the matter go."

"Just letting the matter go" has cost merchants tremendously.

It is never safe, and the bad effect of it is usually felt just at the wrong moment for the business to stand it.

The biggest thing I have observed in the last twenty-five years of continuous hard work is that humanity needs to be prodded continuously to get done the thing it knows it ought to do. If we do not prod forward, we slip backward. Every time we "just let matters go" is just another slip.

The hardest person in the world to prod is yourself, to get done the things that you know must be done.

If I were to ask, "Is there a merchant but that would be willing to spend two cents to make ten cents?" he'd say, "No! Any merchant would do that."

Well, I'll tell you how to do it—advertise! Spend two per cent. of your sales, and every additional dollar added to your business there should be, and if you are a good merchant there will be ten cents net in it for you.

To Enormous Profit

I can take any retail business having the confidence of the public that has not heretofore advertised, and with three per cent. of its sales the first year, consistently spent in printers' ink, so increase its volume that at the end of the second year, using only two per cent. of sales will double the business.

I know it can be done; have seen it done time and again, and what can be done by one can be done by another.

There is nothing magic about an advertisement. Let me briefly define what an advertisement is:

It is simply sending out word to the public about something you have to sell. It must be seen. It must be read. It must be understood. It must be believed. And to be believed it must carry with it a reputation so that the person seeing, reading, understanding, believing, will want to possess the thing you have to offer:

Does advertising pay? Generally speaking, yes. Specifically speaking, yes and no. It all depends on the How, When and Where.

Seventeen years ago I came to Clarksburg, bought out the Jacobs store. His was the only store that advertised, spending $12.50 a month for it. He claims to have sold $5,000 a month. We immediately contracted with the four newspapers for a page, costing $100 a month total, and increased the sales to $8,500.

In other words, spending $87.50 increased the business $3,500—and that is less than two per cent.—just about half of it.

This additional business did not come from our competitors, either, because $2,500 was in women's outer apparel, and no other store carried ready to wear.

This is not all it did.

It started other merchants to thinking—and advertising.

It brought people to town to buy that never came before.

DOES ADVERTISING PAY? GET THIS:

In 1907 I tried an experiment. Our ready-to-wear department for the four and one-half months of the Spring season was running ahead 81 per cent., and not at the expense of profits, as the records showed 85 per cent. From June 15 to July 31 we cut out entirely advertising to see the effect. There was a drop to 50 per cent., a clean-cut loss of 31 per cent. for the season.

On August 1 we again started to advertise the department, and I'll admit, worked a little overtime to regain what we had lost. At the month end the sales showed an increase of 300 per cent.

That convinced me as nothing ever did that advertising does pay—and pays big to the one who knows how to use it.

For upbuilding a retail business no promotive force has been discovered that compares with advertising. Nowhere in store activities will intelligent endeavor yield more definite and gratifying results. Yet the subject has been given little study by owners of business.

Merchants must study the principle of advertising themselves, and must either find the time to do it or find someone competent to take care of it.

There are many helps to be had that should broaden the advertising vision of merchant and manager, directing them to the vital points in planning, writing, printing and following up the advertising of a modern store.

That Day is Gone

The day of haphazard money-making in retail stores has gone. In the good old days, when every merchant started "from scratch" with nothing but his own wits to help him win, there was enough easy business to provide a satisfactory volume, and sufficient net profit for almost any man who went into the game.

To-day competition has grown to a state bordering on ferocity, and modern methods of efficiency, salesmanship, advertising methods and service have produced powerful allurements to attract the public.

The merchant of to-day who is not a commercial athlete, in constant training, eternally alert, quick to act and equipped with modern strategy and skilled in merchandising, advertising and salesmanship, must be content with a diminishing volume of business and very precarious profits.

Self interest, as some merchants interpret it, prompts them to falsify in their advertisements to sell shoddy goods.

Honesty Means Success

Contrasted with them are the wise merchants who know that honesty is the cornerstone of success. Self-interest prompts them to take precisely the opposite course.

Enlightened self-interest is the greatest ally to the truth-in-advertising movement, and truth wins trade.

If we are to win the trade of all the people we must not only advertise, but we must advertise truthfully.

The first necessity for good advertising is to have some event to exploit or some exceptional merchandise to tell about. Simply listing goods is wasted energy, loss of time and money. It is better to have no advertising at all than to print commonplace stories about ordinary merchandise.

So exploit your merchandise that people will not only read your advertising, but will buy your goods.

To be really "good," your advertising must sell the maximum amount possible. It must sell the goods so that they will stay sold.

Good advertising not only makes immediate sales, but it should create a definite amount of good will, leaving with the purchaser a favorable impression that will bring him back again.

Must Know the Goods

Let the foundation of your advertising copy be complete knowledge of your goods. Fill yourself full of the fact about their merits. Write the story in the powerful words of truth. Gild the tale with honest enthusiasm. Endeavor to sell the goods to people who will most appreciate their possession. Thus sales will vastly increase, you will have a prosperous business, and satisfied customers, and you will take a new joy and pride in the results and spur you on to larger fields of merchandising.

Every advertisement should be sent to the printer with a layout in full detail—showing the space to be devoted to each paragraph, the arrangement and the type face (in different sizes) that are to be used.

Select a definite space in the paper; use one type face for all your display headings, and demand that no other style be used or mixed with it. Likewise the type face for your body matter.

Make good use of white space, and when illustrations are used have only the best. For a few dollars a month an illustration service may be had, representing your particular business, thus giving harmony and producing a pleasing effect.

The advertising copy must be "good," must faithfully, completely and enthusiastically describe the goods for sale. It must be written intelligently and interestingly, in words that will be clearly understood, which will make the merchandise alluring to readers.

The headline must convey that information which will catch the attention of people most likely to buy that particular kind of goods, and it should arouse curiosity and interest, so that the matter following will be read.

The Meaford, Ont., Woollen Mills, have just received an order from the Canadian Woollen Manufacturers' Association for 17,000 yards of khaki frieze, worth about $55,000. One of the firm has gone to the United States to purchase additional machinery for the manufacture of the cloth, which will be shipped to Greece for the use of the army.

At the annual dinner of the Canadian Woollen Manufacturers' Association, Mr. R. D. Fairbairn is reported to have said that prices have reached their peak and will soon decline.

The well arranged display window of Begg & Co., Limited, Hamilton, Can.

Time for a Change

Parcel Post System Working for Mail Order Houses and Retailers Helping to Pay the Shot—A System That Should Be Changed.

THE fact that the mail order houses are expanding again draws attention to the conditions under which they are working, so far as the postal service is concerned. The expansion of the two leading mail order houses in Canada during recent months, whereby both Nova Scotia and New Brunswick have been invaded, shows that this question is to become a very vital one in the near future. The two mail order houses situated in Toronto have now large branches in various parts of Canada, so that they are in a strategic position to cover the whole Dominion. There will be no limit to their expansion, so long as there is profitable business in sight.

It is a matter of common knowledge that the enormous business which the concerns mentioned are doing in Canada, has been done largely at the expense of the local retail merchant, and with the aid of the parcel post system of the Dominion. It is known that the parcel post system is being operated at a loss. The retail merchants of the country have to bear their proportion of this loss; and when they realize that the loss is caused by reason of postal convenience extended to their competitors in business, it is scarcely to be wondered at that they feel aggrieved.

In addition to the goods carried by the postal service of Canada for the mail order houses it is well known that the mails are weighed down with their bulky catalogs. It was thought that this grievance would be remedied under the zone system, by which the farther mail was carried the greater was the charge made by the Post Office Department; but the mail order houses got around this by shipping their catalogs by freight or express to the point where they could be mailed most cheaply, and the mails are still burdened with them.

It is difficult to get a satisfactory statement from the Post Office Department showing separately the financial statements of the parcel and letter carrying services, respectively; but it is well known that the letter service, particularly at the three-cent rate, pays well, while the parcels post is operated at a loss, which the general public must bear.

There is no sufficient reason why the mail order houses of Canada should have the Post Office Department as a silent, and unpaid, partner in their business. The Retail Merchants' Association of Canada has compiled statistics showing how money is being taken out of the treasury of Canada in order to foster competition against country merchants, who would have a hard enough time to compete against the mail order houses in any event. If there is to be a loss made in any branch of the postal service, it would be far more in the interest of the general public that it should be made in the letter-carrying service.

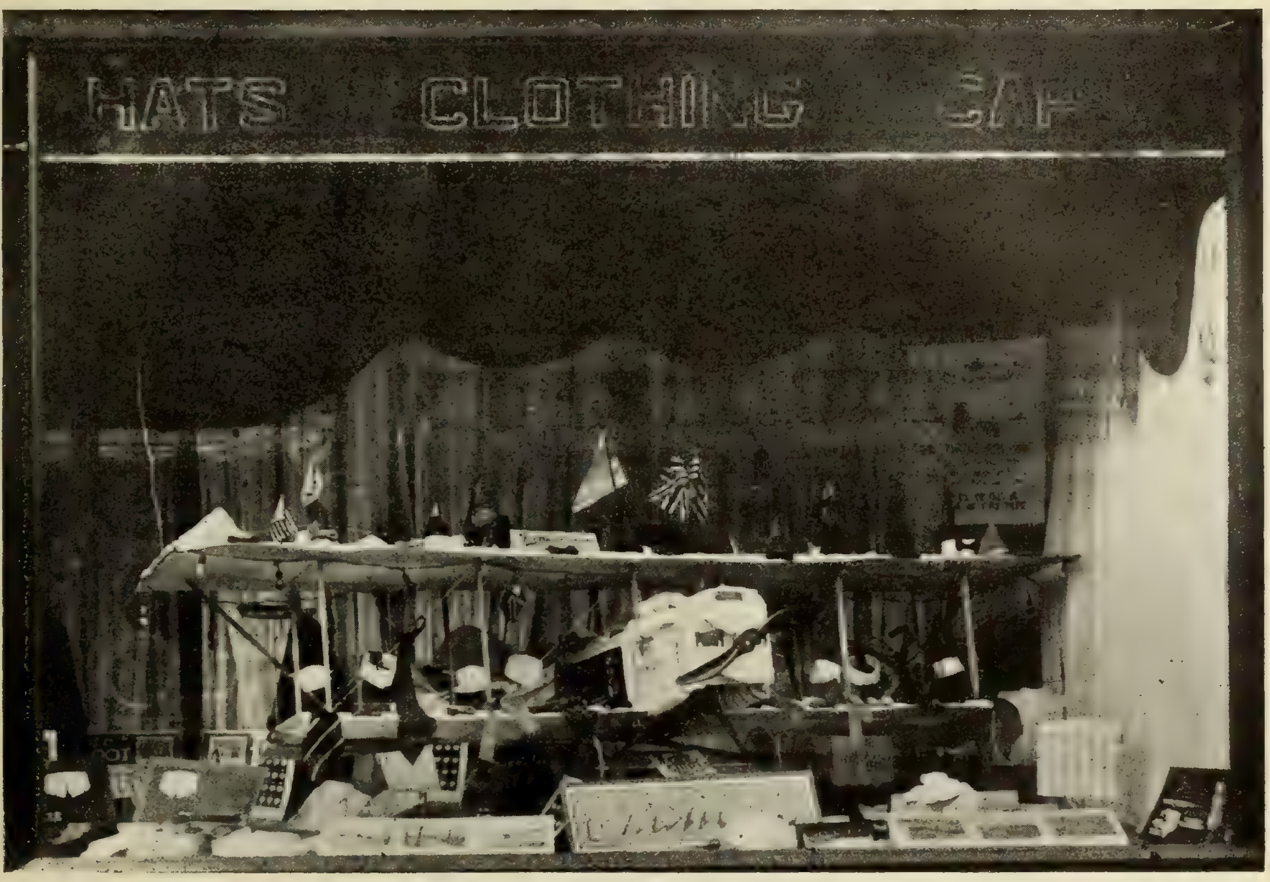
It will be noted that the letter postage has been retained at three cents, instead of being returned to the old rate where it was before the war. "In other words," as Mr. Trowern, of the R. M. A., puts it, "the entire commercial community, when they place postage stamps on their letters, are helping one or two large mail order houses to carry goods all over Canada to the detriment of the retail merchants of Canada, as well as to the consuming public, who are anxious to have thriving towns and villages in their midst."

The mail order business in itself is a perfectly legitimate one, although it has not always been carried on with the nice regard for the ten commandments of commerce we should like to see. Apart from certain lines, used as leaders and priced accordingly, the average buyer can do better for cash in his own community; and the saving he effects in certain lines is inconsiderable because the low-priced lines are made up for by higher prices on something else. The buyer who confines his business to the one or two leaders which the mail order houses occasionally offer, may effect a saving on those articles, but very few buy so judiciously.

This matter of the parcel post is one of interest to all the people of Canada. It is being operated at a loss, and a large part of the trouble is well known to the department and to the Government. It is more than time that the favors which have been extended to certain individuals, great in resources but few in numbers, should be stopped, and the department put on a sound basis.

A NOVELTY WINDOW IN VICTORIA, B.C.

Peace Celebration Week.



The aeroplane was decorated with shirts, collars and ties, the model being outlined with small electric lights. The background was of white cheese cloth, trimmed with red and blue. Small silk flags of the Allies decorated the plant. The model was taken from the Curtiss machine and is exactly one-quarter the size of the original and was loaned by the Aerial League of Canada. Mr. Wright had the satisfaction of seeing large crowds come and give the display the once over.

"O WAD SOME POWER THE GIFTIE GIE US"

A Western Subscriber Helps Us to See Some of Our Shortcomings.

EDITOR'S NOTE:—The following letter was received by your editor some few days ago. It is a true example of helpful criticism and as it is our policy to give our readers information that it is difficult for them to get in other mediums, the suggestions contained in Mr. Peters' letter will be followed up. Next month a display article will be the first step and as for window displays from the smaller towns and cities, we are always glad to get these. This is where you can help. Send one along the next time you feel in "your bones" you've got "some window."

Empress, Alberta, Sept. 6, 1919.

The MacLean Publishing Co.,
Toronto, Ont.

Gentlemen:—

We have had, to-day, the pleasure of a call from your representative, Mr. Babcock, and we might add the greater pleasure of a real heart to heart talk on the merits and (from our point of view) the shortcomings of the trade magazine as published by MacLeans for our line of business.

When receiving our renewal, Mr. Babcock asked me to embody in a letter to the publishers our viewpoint as expressed to himself here. Fully realizing the aptness of Burns, "O wad some power the giftie gie us," and at the same time appreciating the fact that mistakes and shortcomings are always least apparent to the man who makes them, still, we are pleased to forward our mild criticism in the hope that it may contain some grain of thought which may be developed by MacLeans into a tangible form by which we, as well as others in our line of endeavor, may be helped.

We presume that seventy-five per cent. or more of the Men's Wear Reviews published goes into the hands of city merchants and their help. Our conclusion is based partly on the make up of the magazine and in part from your representative's statements here to-day. To those so favored, the magazine appeals almost wholly. The window suggestions, the interior trims, the store policy, the furniture, the help problem, deliveries, credit system, stock arrangements, etc., etc., are all discussed from the standpoint of the city business. Personally, we have had experience in both city trade and that of the small town and almost invariably find that good policy in system, store arrangement, advertising, etc., as applied in the small town is equally good in the city, BUT, the reverse is not true. Where the town is small, the merchant cannot specialize as can the city man. He must have a wider range of prices and consequently must buy his range in smaller quantities. These are all moot points in the business in the small town and we believe will stand a good deal of discussion.

Our windows, I speak of those of the small town man, have been entirely forgotten or overlooked. Those of the city shops occupy a prominent place each month. From the standpoint of an artist, the appeal would no doubt make a hit. From that of a merchant it is valueless unless the windows or the effect can be copied. The latter, you will admit, is impossible as well as impracticable in the small town store. The city store with its professional window trimmer does not need the help, the small town man cannot use it—conclusion?

Following the line of thought in the preceding paragraph, may we for the once suggest an alternative method of help? If it is worthy of consideration we feel that you will be willing to give it trial, if not, no harm can be done by the suggestion.

You are no doubt in close touch with several good, practical window men—men who have been through the school of practical work in their line. Why not have these men give us an article each month on the art of window trimming? Not the highly ornamental and deeply complex setting, but rather the simple things that every man should know about the work, i.e.: What can be done with a T stand, drapes, the shirt stand, the best way to show underwear, sweaters, suits and in fact every line carried in a men's store. These men know the easy ways of producing a good setting and no doubt can explain away the many hard knots of the non pro or amateur window man. We believe that the average amateur has little conception of the real make-up of the elaborate city window and cannot know how the foundation for the window was made from the finished show. Nearly every man who has trimmed windows has some little pet ways of making a display stand out, but where one is situated away from the bright lights and has to rely entirely on his own imagination these little pets are very liable to become stale.

We could go further into the matter with pleasure but feel that we would like to see the reception of these few suggestions before further committing ourselves. If in any way we can co-operate to help "Men's Wear Review" to become more practical, better and bigger, we shall esteem it a pleasure and a help to ourselves.

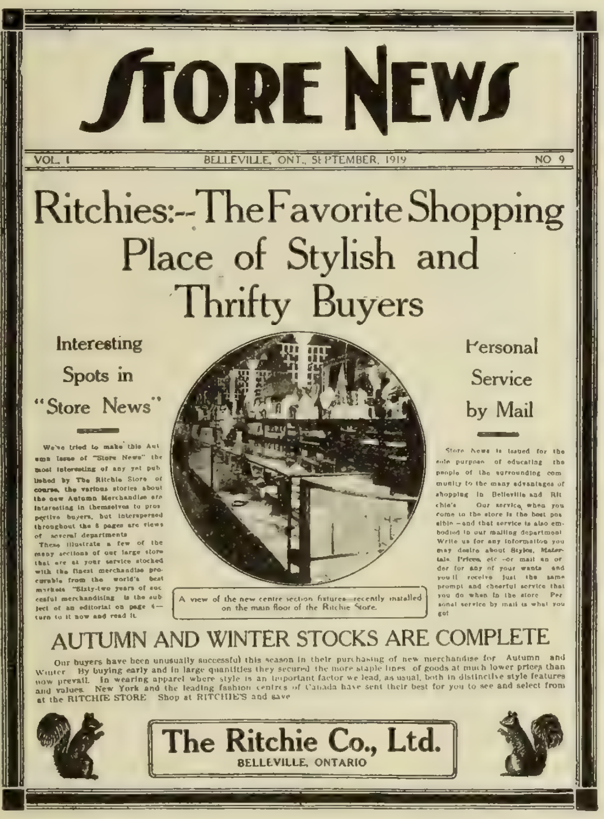
We are,

Respectfully yours,

S. E. Peters & Son.

THE RITCHIE CO., LIMITED, SEND OUT ATTRACTIVE STORE PAPER

A Form of Advertising That Properly Prepared is a Business Booster.



STORE NEWS

VOL. I BELLEVILLE, ONT., SEPTEMBER, 1919 NO 9

Ritchies:--The Favorite Shopping Place of Stylish and Thrifty Buyers

Interesting Spots in "Store News"

We've tried to make this Autumn Issue of "Store News" the most interesting of any yet published by The Ritchie Store. Of course, the various stories about the new Autumn Merchandise are interesting in themselves to prospective buyers, but interspersed throughout the 8 pages are views of several departments. These illustrate a few of the many sections of our large store that are at your service stocked with the finest merchandise procurable from the world's best markets. "Sixty-two years of successful merchandising" is the subject of an editorial on page 4—turn to it now and read it.

A view of the new centre section fixtures recently installed on the main floor of the Ritchie Store.

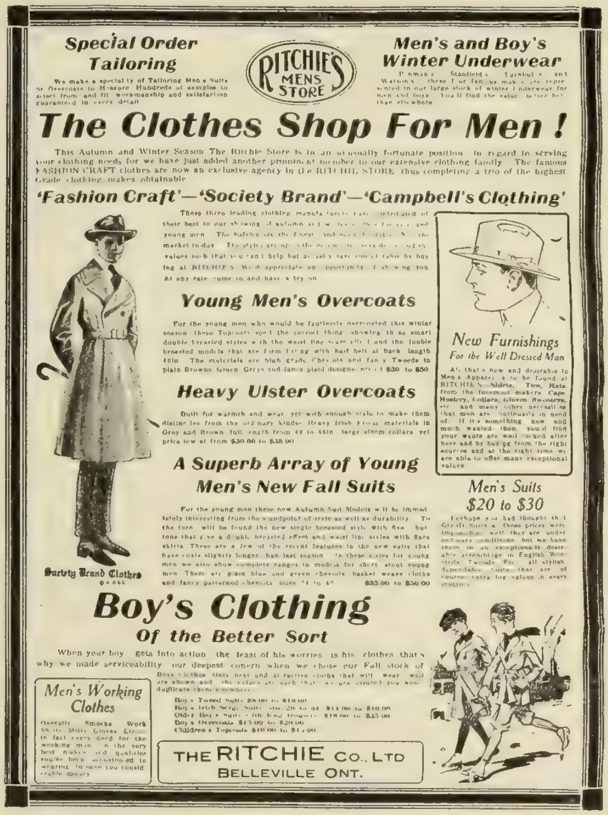
Personal Service by Mail

Store News is issued for the sole purpose of educating the people of the surrounding community to the many advantages of shopping in Belleville and Ritchie's. Our service when you come to the store is the best possible—and that service is also embodied in our mailing department. Write us for any information you may desire about Styles, Materials, Prices, etc.—or mail an order for any of your wants and you'll receive just the same prompt and cheerful service that you do when in the store. Personal service by mail is what you get.

AUTUMN AND WINTER STOCKS ARE COMPLETE

Our buyers have been unusually successful this season in their purchasing of new merchandise for Autumn and Winter. By buying early and in large quantities they secured the more staple lines of goods at much lower prices than now prevail. In wearing apparel where style is an important factor we lead, as usual, both in distinctive style features and values. New York and the leading fashion centres of Canada have sent their best for you to see and select from at the RITCHIE STORE. Shop at RITCHIE'S and save.

The Ritchie Co., Ltd.
BELLEVILLE, ONTARIO



Special Order Tailoring

RITCHIE'S MENS STORE

Men's and Boy's Winter Underwear

The Clothes Shop For Men!

This Autumn and Winter Season The Ritchie Store is in an unusually fortunate position in regard to serving your clothing needs for we have just added another prominent member to our extensive clothing family. The famous FASHION CRAFT clothes are now an exclusive agency in the RITCHIE STORE, thus completing a trio of the highest grade clothing makes obtainable.

'Fashion Craft'—'Society Brand'—'Campbell's Clothing'

Young Men's Overcoats

Heavy Ulster Overcoats

A Superb Array of Young Men's New Fall Suits

Society Brand Clothes

New Furnishings
For the Well Dressed Man

Men's Suits
$20 to $30

Boy's Clothing
Of the Better Sort

Men's Working Clothes

THE RITCHIE CO., LTD
BELLEVILLE ONT.

The above illustrations are reproductions from the front and back sheet of the "Store News" sent out to the customers and prospective customers of The Ritchie Co., Ltd. The original paper is an eight-page booklet, size 10 x 14, printed on newspaper stock and is exceptionally well planned, both from the technical standpoint and from the selling standpoint. The text is clear, interesting and convincing and altogether the booklet is exceptionally interesting as an advertising medium and is a credit to the advertising manager of this store.

Many retailers are now issuing booklets and store papers of different kinds and no doubt the above reproduction will be helpful and convey ideas that can be enlarged on by those interested.

ANDREWS AND HIS ADS

A Short Article Outlining How One Retailer Built Up Original and Pulling Advertising Copy.

FRANK FARRINGTON

"A. J. ANDREWS" was the name over the doorway, or rather over the whole store front of the men's wear store where I stopped one morning with the expectation of buying a fur cap.

The reason I was going into Andrews' men's wear store to make this purchase was that in my newspaper the night before I had seen an advertisement something like this:

Warm Heads and Health

He complained of neuralgia.

He has frequent colds in the head.

He suffered from toothache, earache and frostbitten ears.

All this made him hate cold weather and it kept him from going out in the fresh air. The result was under-exercising and over-eating and lack of efficiency and pep.

A simple investment helped all this very materially. He bought a

FUR CAP

The doctor suggested it in the first place.

It made him comfortable outdoors.

His head was protected and he forgot about neuralgia and all the other things that came from exposure.

He exercised more, and then he could eat what he liked without suffering.

A warm fur cap, especially if you have warm fur gloves or mittens, too, will make winter a different proposition.

See our fur caps, stylish, becoming to you, inexpensive, even cheap if you want a cheap one. The cost is an investment in comfort and health. $4 and upward.

ANDREWS' MEN'S WEAR
A Square Store

I thought that was a pretty good advertisement. I thought so because I claim to know something about what is a good advertisement, and I thought so because it set me thinking about the matter of certain neuralgic pains I had felt since cold weather began, and I remember the colds and the ulcerated tooth I had last Winter. The ad. sold me a fur cap, and I know of no better evidence than that it was a good advertisement.

"Who writes your advertisements, Andrews?" I asked when I went in and found the proprietor himself behind the counter.

"Who writes 'em? I write them. Why?" he asked.

"They're so darned good that I thought you might have them written by a professional."

"Sure, they're written by a professional. I'm a professional. I know more about my business and my stock than anybody else. I know more about what my customers want. I know more about how the public responds to what advertising I do. If I know more about all these things than anyone else, and if men who know less are called professionals, why can't I rate myself as a professional? I ought to class with the semi-pros anyway."

I had to admit that his logic was sound.

"It must take you a lot of your time to write clever, snappy little advertisements like those," I remarked.

"Well, it doesn't take as long as it used to take. When I first began to write the advertisements, right after I bought this store, I had to give up pretty much all of my spare time to the work. You see, I hadn't had any experience. I worked on those ads. night and day. It seemed as if it would take me forever to get the hang of the thing.

"I studied the ads. of the big department stores and of other clothing stores and I saw how they were put together, and I bought some simple books on retail advertising, and I kept writing until finally I began to see that I was putting it over.

"Men came in and spoke about what they had seen advertised and they spoke about the ads. themselves and complimented me, until I began to think I had got the hang of the thing. I've saved up a clipping of every newspaper advertisement I have used and I have them pasted up in a big scrap-book, and I want to tell you that the first pages are terrible examples of how it ought not to be done. Want to see the book?"

Of course I did. "Bring it out," I said.

"It's too big. Come into my office and sit down and take your time in looking it through, where you can lay it on the desk."

Well, it was a big book all right, and as I sat at his desk and looked through it, noticing the first rough beginnings of his advertising, I wondered the more that he had made good in the work. Those front ads. were just about in line with the old "Hats, Caps, Boots and Shoes" style that our grandfathers used when they used any advertising at all. Each advertisement mentioned pretty nearly everything in the store and said nothing about anything.

But this stage did not last long. Andrews evidently soon saw that it was not like the advertising being done by the stores that were getting the business, and soon the advertisements began to have something in them that a man could carry away in his head. One good one was along this line:

Looking Well Dressed

Some men think that looking well dressed is all a matter of how much you pay.

They figure that if they pay five hundred dollars for a complete outfit they will look five times as well dressed as if they pay one hundred.

In the same way they reason that to pay five dollars for a shirt will give them five times the style they would get for one dollar.

There's more to it than that.

If you want shirt style, for instance, let us fit you with a shirt. Of course, we don't make the shirt to order, or alter it, but we select the right size and the right sleeve length.

Don't be satisfied just to walk in and say, "I'll take a size 15 shirt." That isn't all there is to it.

You want the shirt to fit and the collars to fit the shirt and to fit your neck. Get your collars and your shirts together and let us get you just right in the sizes and then your linen will have a style to it, unless you have poor taste in picking patterns suited to your wear.

We're specialists on this shirt and collar proposition. We'll make you look well-dressed.

ANDREWS' MEN'S WEAR
A Square Store.

There were other ads. to the same effect and they made a man feel that Andrews could give him the well-dressed look without taking all the money he had in his pocketbook. Another advertisement that appealed to me was one that made me feel like buying a new hat. The headline caught my eye as I was turning over the pages of the scrap-book:

What a Hat Does

A bad hat, an out-of-style hat, puts the whole outfit on the blink.

No matter how good a suit of clothes or overcoat you wear; no matter how well your feet are dressed, or how expensive your shirts and neckwear, a shocking bad hat kills it all.

The hat attracts more attention than anything else you wear if it is bad.

And if the hat is good, it helps mightily to overcome the defects of the rest of your apparel.

A stylish hat upon the head of a man otherwise very ordinarily dressed will help create a favorable effect and it will distract attention from the rest of the clothes.

Don't wear a hat that does not fit you in size, or one that is not suited to your figure.

Let us sell you a hat. Don't merely walk into our store or some other and buy a hat of your own choice. Leave something to us in the selection and you will walk out a much better dressed individual, a walking advertisement of your own prosperity and success.

It isn't the price, you know. We can give you a suitable hat for any reasonable price.

ANDREWS' MEN'S WEAR
A Square Store.

I might as well admit right here that when I walked out of Andrews' store that day it was with a new hat on my head—a very different sort of hat from the one I wore coming in, and I did not even take the old tile with me. The fine thing about it is that others have noticed that improvement in my personal appearance, and only the hat has been changed.

"How do you decide what to advertise?" I asked Andrews.

"I have a rule," he replied, "to advertise what the other stores advertise, but to do it first."

"You mean that you keep your advertising a little ahead of the game, a little in advance of the season?"

"Yes," Andrews continued, "I advertise this week the things men are going to be asking for next week. I don't wait until a cold wave comes before I begin to advertise overcoats. I don't wait until it is sloppy before I advertise rain coats. To do that would mean that many men would have bought before my advertisements appeared in print, and those foresighted men would be the men whose business naturally is the most desirable.

"There is hardly a week that I can't find something that is just about the thing for that part of the season. It pays to look ahead in doing advertising, as well as to look ahead in buying goods. You know Jeffery's Men's Store?"

"The one that was closed by the sheriff last month?"

"That's the one. I thought for a long while that something like that would happen to them, because their advertising dragged. It was always just a little behind the times, the best they seemed able to do with it. Sometimes it got weeks behind. And the men noticed it. Don't think they didn't. They spoke about it and one day my banker spoke about it to me, and what he had to say about the Jeffery bunch would have been very enlightening to them. It only helped to stimulate me to work at my ads. harder to keep them up to time.

"If advertisements are seen and read by the public, you can bet the public is going to form opinions about how that advertising is handled. Business men, especially the men I want to reach, are just the ones to notice more than anyone else, how I handle my advertising. They haw-haw when they see anything advertised for Christmas or Easter gift use in the paper a day or a week after the day in question. Day late or week late advertising shows up a store as being behind the times. Isn't that so?"

I had to admit it, because I had had that same feeling about old advertisements and I had heard other men comment on it when they noticed a left-over ad. in the paper.

One thing is certain: Andrews keeps his advertising up just as he said, and you can always find out by reading it where to buy the things you are going to want next week.

Here is one last sample advertisement that illustrates his forehandedness to a certain extent. It was used at the beginning of a cold wave, just when the weather reports had promised a severe drop in temperature:

Overcoat or Doctor?

If you think you can get along without any overcoat through the next cold snap, you may be making a mistake.

A man's constitution isn't intended to be tried out to see how much it will endure without giving up.

Don't see how far you can go and not catch cold. Keep warm and save doctors' bills.

Overcoat or Sheriff?

An overcoat, a good-looking overcoat, will give you business prestige and make you look more prosperous.

Dress well and show people you are doing well.

Men like to do business with prosperous business people, especially in the professional line.

We can fit you with an overcoat that will help your business.

A good overcoat will help keep the doctor and the sheriff away.

$18 and upward.

ANDREWS' MEN'S WEAR
A Square Store.

MANUFACTURE OF ARTIFICIAL SILK

Production Now Sufficient in Two States Alone for 15,000,000 Pairs of Stockings.

THE exhibit of artificial silks displayed by the New York State College of Forestry at Syracuse at a score of New York State county fairs, and the State Fair, Rochester Industrial Exposition and similar expositions has attracted such attention that the College of Forestry has made a brief compilation of available material on the general subject of artificial silk. The College of Forestry exhibit was secured through the co-operation of various manufacturers and laboratories, and the college itself has done no experimenting in an extensive way with artificial silk.

The manufacture of artificial silk is a highly technical industry, but information compiled from various sources shows that American exports of this product starting with $500,000 in 1916 increased to $3,000,000 in 1918, in which year two states produced sufficient for the manufacture of over 6,000,000 pairs of silk stockings in 1918. Production then leaped so that the 1919 production may reach 15,000,000.

Artificial silk is practically the same substance chemically as natural silk, the retort and test tube of the chemist having been called upon to convert wood pulp into cellulose and then into silk by mechanical processes just as the silkworm within its body converts the mulberry leaf into cellulose and then spins its cocoon.

In general, wood pulp is converted into cellulose by treatment with caustic soda, which forms a sodium cellulose, and then is dissolved in carbon bisulphide. This product, alkali-cellulose-xanthate, is popularly known as viscose, used in another form for open-faced envelopes, and is ripened and filtered, then forced through minute openings in a metal plate, into a solidifying solution, the threads then being about the same consistency and form as the threads of the silk worm's cocoon. The artificial silk goods are sometimes harsher in feeling than the natural, but advanced manufacture is rapidly eliminating this defect.

According to statistics compiled by the National City Bank of New York, American importations of artificial silk have totalled $30,000,000 in the last ten years. The cutting down of importations during the war immensely stimulated American production, which increased from 320,000 pounds in 1914 to between 6,000,000 and 7,000,000 in 1917. Exports jumped from $857,318 in 1917 to $2,339,312 in 1918, the bulk of the latter year being in manufactured hosiery. The cost of artificial yarn used in the United States in 1899 was $10,380, while the figure mounted to probably $25,000,000 in 1917. The import and domestic prices about doubled from 1914 to 1918, imported rising to $3, and native to $4 per pound. The year 1914 was the banner year for imports of artificial silk, totalling $4,082,000 in value. England led in production for American use, its banner figure being of a value of $1,628,025 in 1915.

The detailed methods of manufacture of artificial silk have been held as trade secrets by the manufacturers, but the general method is as described.

The College of Forestry, in compiling and publishing these figures, does so to show to this industry alone, the value to the nation of what has been considered the waste of the nation, and to show what has been done by manufacturers to utilize the tree to the highest possible extent.

B.C. Retailers Meet in 2nd Convention

Dealers From All Parts of Province Gather to Discuss Subjects of Vital Import. Some Striking Resolutions Passed

IN the Observation Parlor on the 14th floor of the Vancouver Block, with the panorama spread before them of the entire city of Vancouver, the busy harbor with the steamers coming and going to all ports of the Orient, backed by the snow-capped mountains, the second convention of the B.C. Retail Merchants' Association opened at 10 o'clock on September 8th, 1919.

Accredited delegates representing all the outposts of the Association in B.C., with one or two exceptions, responded to the roll call.

T. F. McDowell, Provincial President, was in the chair.

W. A. Moore of Silverdale, brought up the question of cartage on country shipments, claiming that whereas the jobbers in Vancouver would deliver free to many parts of Vancouver, they would not deliver free to the railroad depots when the out-of-town merchants ordered forward their requirements.

Another delegate complained that several tobacco, knitting and other jobbers made special prices to favored retailers.

There was some discussion by delegates from Duncan and Port Alberni that the Soldiers' Settlement Board, in erecting buildings for the soldiers, instead of buying their hardware and groceries from the local merchants, bought in the big centres.

It was also brought up that the collection of fees be discontinued in connection with the inspection of Weights and Measures.

Prince Rupert also reported that they had attempted to close up several fruit establishments who were open after the other merchants were compelled to close every evening, and expose for sale articles that otherwise could be procured in the stores that were closed. The magistrate dismissed the case, classifying fruit vendors as refreshment houses.

It is proposed to amalgamate the three Vancouver Societies, viz.: The Butchers' Association, the Grocers' Association, and the Vancouver Branch of the Retail Merchants' Association into one association.

The treasurer's report was read and adopted.

The President Tells of Year's Work

Calls Attention to the Inauguration of a Co-operative Fire Insurance Plan. Certain Advertising Schemes Condemned —The Advertising Trade.

AS President of the British Columbia Board I wish to deal with the present and the future more than referring to the past in my report to you for this, our second annual convention. It gives me great pleasure to mention a few items during my tenure of office. I can assure you that my enthusiasm in association work (which after all is the best medium of helping my fellow-merchants) has never slackened since I assumed the chair at the birth of the board on March 1st, 1918.

In association work there is no one merchant, no matter how popular he may be in his community, no matter how much time he devotes to the work, no matter how brainy or what foresight he may possess, can spell success—sucesss of the association is attained by the co-operation of every merchant that signs his membership card. Kipling wrote during the war this verse:

> It ain't the individual,
> Nor the Army as a whole,
> But the everlasting team-work
> Of every blooming soul.

So you can see very plainly, gentlemen, that this convention here assembled must be team-work. You, the accredited delegates from the branches of this board, and the individual members, hold in your power the future success of this association in British Columbia.

This is your convention. This is the place to straighten out sixes and sevens—the place to construct and the sphere of the convention should be sweet and wholesome. We cannot have team-work if we yap out a lot of destructive criticism. We invite criticism, but let it be constructive. I have said this about the members.

The Secretary Can Help

May I refer briefly to the Secretary's office. The duties of this office is the key to the whole situation. We as merchants can build up and find material. Your executive can plan and direct the work to be done from the merchants' standpoint, but the carrying out of the details rests with the secretary. Every branch in this province should use the office to the utmost. It is encouraging for the executive to have enquiries to come in. Country and town merchants have problems different to larger centres, and the secretary invites confidence in order to assist in your difficulties. I believe the association is large enough for a budget which will pay a secretary a remunerative salary. There is a tendency to run the office on a cheap plan. I say dig down and pay, and I will go on record as saying you will get results.

We have a spirit for association work in this province greater than ever before. Now provide a 1920 budget large enough to give a secretary a respectable salary. He is a paid official and often his enthusiasm and tenacity is dampened when pay day comes. During the past year I had the pleasure of visiting the branches of Chilliwack, New Westminster and Nanaimo. All of them I found not only enthusiastic in association work, but having a good amount of community spirit. In my address to these branches I touch on two subjects. First, the need of the retail merchants' activity in municipal government in his community; secondly, the Oriental in British Columbia.

The Co-operative Fire Insurance Move

The months of November, December and January were trying months on account of the flu epidemic, but early in February we took up fire insurance with the Northwestern Mutual Fire Association with a view to cheaper fire insurance for our members. We looked with envy at some of our brother merchants across the line, sharing in that $2,500,000 returned premiums which the policy-holders enjoyed from this company in seven years. To be brief, we have a service for you to-day with this company known as the Retail Merchants' Fire Underwriters' Agency of British Columbia, and you, gentlemen, can share in the dividends to the extent of 30 to 45 per cent. of your premiums.

We had considerable correspondence with the Canada Food Board. Flour and food dealers were being unfairly treated, and as a result of the association's activities, many of these unfair regulations were amended.

I made two trips to Victoria with your secretary to the Private Bills Committee in connection with the Vancouver business tax. While this was purely a local affair, both your secretary and myself could see the danger of allowing this bill to proceed without our protest, and while it went to the House for debate we feel that our association shares in no small degree the honor of defeating that bill.

The Auto Contest in B. C.

One morning in March we discovered a get-rich-quick artist in Vancouver. Yes, he hit Vancouver because in a large city they can arrange their preliminaries and get a start. He visited our office with a view to sizing up the layout, and left an odor, and Corley had a hunch something was wrong. Later on in the day the secretary discovered that the visitor of the morning was no other than one of the principals of the Auto Contest Co., of whom we had been warned by the Saskatchewan Board. The Provincial Executive immediately took steps to notify the various branches and individual members of this scheme, advising them of the unsatisfactory results obtained by the Saskatchewan members. Vancouver merchants at this time did not have a branch, but certain merchants came forward and gave their support to suppress the scheme. Our association laid information with the Vancouver police. The Auto Contest Co.'s office was raided, and everything seized. The case was contested in the Police Court, and after a stiff fight two of our largest merchants were fined $50 and costs for violating the Trading Stamps Act. An order was issued by the Vancouver police for the arrest of the principals of this scheme, but to date neither of them have shown up in Vancouver. The merchants were saved many hundreds of dollars, and I want to emphasize right here that your secretary, Mr. Corley, deserves great credit for his ability in handling the case for the association.

The Danger of the Oriental Trader

As your representative I attended the Industrial Commission held in Vancouver. Their queries were very much on the high cost of living. I seized the opportunity to tell them of the unfair Oriental trader, reminded them that British Columbia is the Mecca for such a people, and for them to remember this when making their report to the Government.

It became necessary in June to call representatives from several of the branches to talk over the congested condition of the office. It was apparent that the service to members was unsatisfactory. The situation clearly showed that too much work was piling up on the secretary; also, that in order to continue association work in this province Vancouver must be organized. Greater membership must be obtained, and Vancouver was the most logical place to tackle first. The result of this conference was that your executive withdrew the organizer from outside and loaned him to the Vancouver branch for a period of three months. The achievements of this venture will be shown in the organizer's report.

I would like to dwell more on other subjects, but I feel that the present and future deserve space in my reports. The French in Napoleon's time contemptibly spoke of the British as a little nation of shopkeepers. Are you not proud that you are a shopkeeper, for Britain has led the way in the character of her trades people? To-day our country is flooded with Orientals and Southern Europeans. They are forming a large section of our commercial community. Their standards of living, their character of trading, is un-British. We must face this situation and deal with it now. Their emigration must be limited.

Britain has vested this power with our Government. We must have an association from the Pacific to the Atlantic and act with a united front on a policy for a white man's country. Canadians fought and died for Canada in that awful conflict in Europe, and while commercial life was disorganized this Province had a very much larger Oriental population to deal with than any other province in Canada, many of them enjoying the business of those who had gone to the front. What is the result? Orientals here, there and everywhere in business, and patronized by our own Canadian people, who pressed by the high cost of living trade with the Oriental on account of price. The Government must bring up the Oriental standard of living or limit their activities, for the Occidental cannot trade on the same level.

In closing I want to emphasize the need of greater association work in this province. I refer to taxation. Canada has a tremendous war debt, and it is still climbing. The greatest financiers of our country are at their wits' end to know how to collect taxation on a fair and equitable basis. We all want to pay our share, but the retailer has no means of entering a protest against unjust taxation, unless he is organized.

The Retail Merchants' Association of Canada is the machinery. The officers of this association are big men, men who live for their country, men who give their time freely and without price. Surely this democratic principle warrants the support of the individual merchant.

I trust this convention will be a great success. It rests with you to make it such. Your Executive Board has not had conditions as rosy as it may appear, but we have arrived at a psychological period in our association. Let us pull together.

Convention committees were named as follows:

Resolutions—J. H. Ashwell, Chilliwack, M. J. Phillips, New Westminster; Geo. H. McRobbie, Vancouver.

Reports—H. Murphy, Nanaimo; B. S. Ross, New Westminster; F. Y. Cox, Port Alberni.

Finance—Mr. Jacobson, New Westminster; R. H. Ormand, Nanaimo; R. Fox, Chilliwack.

OFFICERS FOR THE NEW YEAR

The following officers were elected for the coming year: President, G. H. McRobbie, Vancouver; First Vice-president, M. J. Phillips, New Westminster; Second Vice-president, Harvey Murphey, Nanaimo; Treasurer, Dayrl H. Kent, Vancouver. Secretary will be appointed by joint action of the B. C. executive and the Vancouver Branch executive, when formed, as he will occupy the secretaryship of both offices.

Resolutions on Various Subjects

The Resolutions Committee brought forward the following resolutions:

This convention of the British Columbia Branch of the Retail Merchants' Association goes on record as protesting against the Government's action in putting an embargo on foreign sardines, etc. In the judgment of the convention there is a legitimate demand in Canada for the very best sardines, and that these should be procurable wherever located.

Also the convention asks that the onus in connection with the Food Board's regulations should not be borne by the retailer, but should be borne by the manufacturer. The secretary pointed out that within the last week several prosecutions had been made by the authorities in Vancouver of various merchants in connection with the sale of maple syrup. Of this particular commodity, it is pointed out, that the maple syrup is bought by the retailer in good faith as pure maple syrup, labelled as such, and in some cases the local representatives have letters from their principles assuring them that the product is all that it is labelled to be. In other words, after a retailer has satisfied himself to the best of his ability that the product is a bona fide article, he can still be summoned into court, his name coupled in the newspapers with the selling of adulterated goods, and in the cases referred to the merchants having to pay a fine approximating $50 each. The complaint of the pure food inspector in this case was that the maple syrup contained a solid matter in small quantities which pure maple syrup is not supposed to contain.

The Government apparently on various occasions informed the retailers that if they wish to protect themselves they should procure a special warranty form signed by the jobber in connection with any goods that the retailer buys from the jobber, and on which he wishes to be safeguarded. The secretary pointed out that in order to be protected the retailer would require to have from his jobber a special warranty form for every single item of every single delivery made to his store. He also pointed out that it had been suggested that the said form be either printed on the back of all the jobbers' invoices, or affixed thereto with a rubber stamp, so that if exception were taken at any time to any line of merchandise the retailer carried in good faith, he would simply have to turn up the invoice for it and be protected by the warranty form on the invoice. This proposition was made to the authorities at Ottawa and met with their approval, but when the proposition was made to the wholesalers in Vancouver they refused to accede.

At this point one of the delegates amused the meeting by recalling how in one small town, when he was having hot cakes and maple syrup, he questioned the waitress as to whether the syrup was absolutely pure maple syrup. The waitress was highly indignant, and exclaimed: "Pure, I should say it is! We make everything on our own premises."

This convention urges upon the Dominion Executive the greater need of an amendment to the Food Adulteration Act whereby the retailer and the public receive better protection.

The convention committee brought in a resolution which was adopted, to the effect that the Provincial and the Vancouver Branches should be combined in one office with a joint secretary, and such help as should be found necessary, the expenses to be equally divided.

Also that the office of secretary be left open for the incoming executive to have a conference with the executive of the Vancouver branch as to the appoinment.

A budget of $5,000 was presented for the secretarial work of the two branches, making the expenses $2,500 apiece.

Also, the incoming executive will be requested to ascertain from Mr. Corley whether there is any commission due to the provincial office for the increased advertising since the B. C. Retailer was made the official organ of the Provincial Association.

Percy Shallcross, past vice-president of the Board of Trade, welcomed the out-of-town delegates to the city, at the luncheon tendered by the Vancouver Branch and held in the banquet room of the Hudson Bay. In the course of his remarks Mr. Shallcross stated that a convention such as the present one was a movement greater than simply trade interests, but was a move for the good of the community, for the backbone of the community was the retail tradesman. He stated that at a time when every link in the merchandising chain was attacked with destructive criticism, there was one thing sure, that the manufacturer, and the retailer would always be in business. Each guest was asked to rise to his feet in turn, and state his name, his home town, and the

A group photo of the delegates to the British Columbia R.M.A. Convention, the figures marked are as follows: 1. G. H. McRobbie, new president; 2. D. H. Kent, new treasurer; 3. T. F. McDowell, retiring president; 4. G. A. Howker, retiring treasurer.

nature of his business. The company was amused when one druggist rose to his feet in turn, and after his name and business mentioned "two stores." Not to be outdone, a grocer shortly announced "three stores," and a Vancouver druggist then rose and announced "seven stores, nine telephones." It was generally conceded that the first man doesn't have a chance in an assemblage of this nature.

T. F. McDOWELL.

The retiring President of the British Columbia R.M.A., who presided at the Convention.

Discriminating Between Retailers Causes Hard Feeling

The temper of the convention was very pronounced in regard to certain manufacturers, who were named, who, it is stated, discriminate between retailers in various centres, selling one at wholesale prices and another at manufacturers' prices. The plans outlined in case these manufacturers cannot be made to see the light will undoubtedly achieve the desired result.

Considerable discussion was occasioned by a resolution presented dealing with the Soldier Settlement Board buying entirely in large centres, to the loss of the merchants in the districts where the dwellings are being erected. Many merchants contended that as the Government was buying in the cheapest market, the greatest good for the community as a whole would be attained. This view would have been unanimous had each delegate present felt assured that the whole saving in every case would go to the soldier. Premier Oliver in addressing the Rotary luncheon stated that when the Government spent money they got about fifty cents' worth for every dollar—that the other fifty cents was simply lost between places. It was stated that the hardware men in the province had taken strenuous exception to the Government's action, and that the actual case should be looked into by the incoming executive. It appears in cases of this kind that clothing men are very patriotic when the Government is buying groceries, and grocers can view with equanimity the Government handing out to discharged men $35 worth of ready-made clothes, but in our recollection there is great exception taken to the Government going into competition to any retail business by the trade concerned, and rightly so.

Discussion of Garnishee Act

A resolution was also drafted asking the Dominion Executive to get an amendment to the Garnishee Act making civil servants on the same status as any other delinquent.

A resolution was also presented asking that the charging of fees for the inspection of weights and measures be abolished. It was pointed out that the accuracy of scales was just as much an advantage to the retailer as to the public. It is worth a fee to have the onus off the grocer, and make the public feel that weights and scales are not matters of suspicion.

It is also complained that the present British Columbia Garnishee Act is absolutely worthless for the purpose. It exempts $40 of a delinquent's pay from garnishment, and does not state whether per month or week. When the common usage was to pay by the month it was possible to recover a debt by garnishment. Now when a man is paid fortnightly, or often weekly, and $40 is exempt from whatever is due, in most cases the whole wage is covered. A man might be paid $40 per week and be paid weekly, and not a cent could be garnisheed. As this law works as a protection and encouragement to the dead beat, it is asked that the Attorney-General be again asked to draft up an improvement. This matter was brought to the attention of the Attorney-General's Department more than a year ago, and the Attorney-General expressed himself as quite in agreement that the present Garnishee Act does not function, but nothing has been done.

Freight Rates Considered

The matter of high water freight rates in British Columbia has been discussed at various times. The various steamship companies at present operating between the mainland and Vancouver Island, as well as on the lakes in the interior and on Fraser River, have been approached for revision of tariff at many times without avail. It would be gathered that the Fraser River rates, having to meet the competition of the B. C. Electric and the C.P.R., are most reasonable—the others may be judged from the statement of one delegate from Vancouver Island, "It costs twice as much to ship freight to Nanaimo, forty miles across the gulf, as to bring freight eighty miles down the Fraser River. This is a rate four times as high. There is no competition with the boats across the gulf, and the matter does not come under the jurisdiction of the Railway Board. Whether it comes under the new Public Utilities Commission will be ascertained, otherwise the Dominion Executive will be asked to request a special board appointed to take care of water freights in British Columbia.

Foodstuff Handlers to Be Physically Sound

A far-reaching and sorely needed service is covered by the following resolution:

"Resolved, that all persons handling foodstuffs be compelled to undergo an examination satisfactory to the city health officer; failure to undergo satisfactory examination being grounds for refusal to grant a license to operate."

If the various foreign peoples in our Dominion are not particular as to the handlers and handling of the food they eat, they should be compelled to observe our standards when they have anything to do with the food we eat.

Certain statements which appeared in the B. C. Agricultural Journal were deemed to reflect unfairly on the retail trade. A resolution was made that the attention of the Minister of Agriculture be drawn to the article in question, and an apology and correction made.

It is the habit at this time for various privately-owned papers to permit their wordsmiths to make gratuitous attacks on the retailer—probably because popular prejudice requires a goat—and the wholesaler and the manufacturer are never in a position to cross the consumer. It is not thought the province of a Government paper to attempt to discredit any branch of the present merchandising system.

The Secretary's Report

IN submitting my second annual report for your consideration I shall endeavor to be brief and to the point. I realize that there is a great deal of work before you and that some of the subjects, especially that of the treasurer's report, will require your closest attention and earnest consideration. I mention the treasurer's report now because it is my opinion that his report is by far the most important subject to be considered at this convention. The future of your association depends directly upon your action in connection with it.

To commence with, I wish to submit a few statistics. The membership of the British Columbia Board at the time of our last convention was slightly below 200, 198 to be exact. At the end of last month the membership for the whole of the province, including Vancouver, was 413. We have more than doubled the membership in twelve months and it is still growing. Actual resignations for the twelve months have been less than ten.

Your Executive officers have held 20 meetings during the period. Some of these meetings have consisted of two sessions and on one occasion three sessions totalling nearly twelve hours were necessary in your interests. The total time spent by your Executive officers in attending meetings at Provincial headquarters has amounted to something like 75 to 80 hours, about ten working days. This does not include trips to various local branches in the interests of organization and delegations to the Provincial Government.

Your office staff has consisted of myself and stenographer, in each case part time, and the organizer. The work of the organizer speaks for itself in the increased membership. Organizer Hougham, however, will go into this in detail. The actual office work has occupied a great deal more time than has been paid for. The remuneration for the work done has been entirely inadequate. Yet there has been a great deal of work left undone. No one realizes the shortcomings of the association's present equipment more than I do myself. It should be kept in mind, however, that those shortcomings are the direct result of other shortcomings which are beyond our control. Your treasurer will, I believe, bear me out in that statement.

There are now 10 properly organized local branches in the province, consisting of 368 members, besides 45 members in more or less remote districts, who are not yet attached to any branch.

During the past few months strenuous efforts have been made to organize a Vancouver branch and I am glad to be able to report very satisfactory progress. This matter will also be dealt with in the organizer's report.

Regarding our office service departments it is gratifying to know that the collection service is being used increasingly by members, and that it is proving to be efficient and satisfactory.

The basis on which your collection department is operated is a commission one. The collection manager, Mr. Cotton, receives a commission on all amounts collected and the association pays for postage, stationery and printing used in connection with the work. By this method the greater part of the cost of operating the department is paid by those members who receive direct benefits from it.

The freight adjusting department, I regret to report, has not made the progress we anticipated. The manager of this department started off with great expectations, but our members did not rally as it was hoped and expected they would. Mr. Coy, who managed the department, was a man of undoubted ability in freight matters, but he became discouraged at the lack of support and gave it up. We are endeavoring to make arrangements for having freight bills checked by some good man who is well up in that work, but the great difficulty will be in obtaining a complete list of tariffs, as owing to the great number of changes that have taken place in freight rates during the past year or two, it requires a library of considerable proportions. Mr. Coy's list of tariffs cost him over $300 and an enormous amount of time to collect from various sources.

Some months ago your Executive approved the appointment of Mr. L. D. Jones as solicitor and legal adviser to the association. Mr. Jones is a young man and a returned soldier, and a native son of British Columbia. Mr. Jones has already given the association very good service and the cost has been very reasonable. In fact, he has given his services in some cases. He is anxious to make a special study of the retailers' problems, and it is most necessary in a legal adviser for an association of this kind that he should endeavor to see the retailers' point of view clearly and intelligently.

If there is one service department that has excelled others it is the fire insurance department. The arrangement recently arrived at with the Northwestern Mutual Fire Association, and which you will be asked to approve, has made this service very popular, and deservedly so, with our members. By this plan those of our members whose risks are accepted by the Northwestern may save from 30 to 45 per cent. of their fire insurance premiums. And that is reckoning on the regular "board" rates. In no case does the Northwestern charge more than the board rate and in some cases less. Yet in all cases the rebate is made.

The plan adopted by your Executive for handling this work has necessitated the formation of what is known as the Retail Merchants' Fire Underwriters Agency. This is simply a matter of convenience. It is the name that is used for writing fire insurance for members only of the R. M. A. in British Columbia. Applications are handled by the Agency and policies issued. Inspections are made by the N.-W. and all risks are subject to the Northwestern's approval. No commission whatsoever is paid by the Northwestern to any person, nor to the association for any business coming from our members, nor does the association make any charge to members placing insurance through the agency. The whole of the rebate is passed on direct to the member. Great interest is being taken in this plan, not only by our members, but by other associations in British Columbia and in the states to the south. The local insurance companies are also beginning to wonder where they are going to get off. I have no hesitation in saying that the association's fire insurance scheme is the most progressive and co-operative plan of its kind being operated by any business organization in Canada, and is something our members have every reason to congratulate their Executive upon. In this connection I would like to remind those who are interested that a special meeting to discuss the fire insurance feature will be held at 10 o'clock on Wednesday morning in the Provincial board room.

Coming now to legislative work, a number of resolutions were passed at last year's convention, and I shall endeavor to give a brief account of the progress made upon them. In the first place there were a number of resolutions dealing with the Provincial Weekly Half-Holiday Act. Many letters and wires have passed, and several personal interviews with members of the Provincial Government have been had in an effort to have our recommendations adopted. The Government has not yet seen fit to prohibit the sale of goods in stores not compelled to close by law, when such goods are sold in other stores which are compelled to close. The resolution requesting that statutory holidays be specified for the purposes of the Weekly Half-Holiday Act was pressed before the Government, and I am glad to report that the improvement was made. The Act now contains the required list of legal holidays.

The resolution dealing with the recovery of debts from civil servants was referred to our Dominion Board and has received considerable attention in that quarter. Every opportunity is being taken advantage of, I believe, towards having civil servants brought under the law in common with other citizens. As this is a matter that strikes almost at one of the fundamentals of the British Constitution, it will be realized that it cannot be easily brought about. These, however, are times of great changes, and a change of this kind is much more likely of realization than even a year ago.

In connection with the collection of provincial taxes I am given to understand that more strenuous efforts are being made by the Government in that direction. Some changes have been made in the taxation department, and there is every evidence that this matter is receiving considerable attention. There should, however, be no let up in our efforts to see that tax evaders are brought into line, and as our vice-president, Mr. Fink, expressed it last year, all members of the Association should render every assistance possible to the Government by directing attention to those who it was known were evading payment.

In regard to the resolutions covering Capias Law, Attachment of Debts and Small Debts Court Act. A delegation consisting of Mr. Howker and myself waited upon the Attorney-General some months ago and spent considerable time with him in a discussion of these matters. Our recommendations regarding judgment debtors were not favorably received, nor was the recommendation that in the case of judgment debtors an order should be made by the Court requiring the debtor to pay a specified amount at stated periods instead of the present law which requires the creditor to repeatedly bring up a debtor for examination at the creditor's expense. It would seem that the Attorney-General's opinion was the natural outcome of a legal mind and entirely out of sympathy with the retailer's point of view. The Attorney-General's summing up of the whole situation was that retailers should exercise more care in extending credit. It is needless to remark that your delegate took good care to place the retailers' viewpoint of this matter before the Attorney-General.

Our recommendation that the Attachment of Debts Act be amended so that the amount exempted from the salary or wages of a debtor should be by the week or month, was more favorably received, and the Attorney-General promised that this should be looked into, as he also did in reference to our suggestion that the Small Debts Court maximum should be raised to $200 instead of the present $100. So far, however, no amendment has been passed.

The resolution dealing with the sale by wholesalers to consumers has received considerable attention from time to time, and I believe that some improvement has been noticed in this respect by our members. Nevertheless there is still considerable room for improvement, not only in this direction, but in the matter of special discounts and other privileges allowed to favored retailers by the wholesalers, thus encouraging unfair competition.

Passing from the work outlined at last year's convention we come to the activities and happenings with which our Association has been connected during the past twelve months. Probably the most important event has been the establishment by the Dominion Government of what is known as the Board of Commerce. For several years our National Association has urged the Government to establish an Inland Trade Commission with powers in connection with the manufacture and distribution of merchandise similar to those of the Railway Commission in connection with railroad affairs. This practically is what the Government has at last found it necessary to do. It is true that at present the Board of Commerce seems to be, if anything, in opposition to the retailer. It is sincerely to be hoped that the Board will execute its duties in a strictly fair and impartial manner. There are unbounded possibilities for good in such a body for all concerned, and it would be a crime if by reason of the blind prejudices of even one member, the splendid work that might be accomplished by a commission of this kind should be stillborn.

It is hardly a matter for congratulation that a commission of this kind, dealing as it must with very material matters, should not have at least two legal men in its composition. The third member of the Board has not yet been appointed, and our Association is making every effort to have a good business man as the third member. It would seem only fair that the tremendous body of business men represented in the manufacture and distribution of merchandise should be represented by one member of the three. I venture to predict nothing but abortive results unless this is done. In the meantime it is gratifying to record that the Government has found it advisable to carry into effect something which our Association decided several years ago would be necessary, and it is not too much to claim that had the Government acted upon our suggestion when it was first submitted, much of the trouble in connection with increased prices would have been avoided. The work of the Board will now be to cure what could have been prevented.

The Bankruptcy Bill placed before the Dominion Government last year has not yet become law. It is entirely different in many respects to the Bill first drafted. Our Association became very active when this Bill was brought to its attention, and many clauses that might have inflicted severe injustice upon the retailers were eliminated. This is the class of work the full value of which will probably never be even partially appreciated by the large majority of retailers. The prevention of unjust legislation is, however, a most important part of the work of your organization. The proposed Bill provided that you could be declared in a state of bankruptcy if at any time you were unable to pay a bill for $200 or more when it became due. Such provisions and many more as unjust would have been passed but for the watchfulness of such men as our Provincial Treasurer, Mr. Howker, who was present representing our province at the Dominion Board Convention when the Bill was first considered.

The first successful prosecution under the Trading Stamp Act, a measure enacted by the Dominion Parliament at the request of our Association in 1905, took place in this province when firms in New Westminster and Vancouver were convicted and fined for taking part in what was known as the Auto Contest. Our Association published warnings in the press and in the B.C. "Retailer" to the effect that this contest was illegal. There were those, however, who thought they knew more about the Trading Stamp Act than the officers of the Association which drafted it. Our only regret was that we were unable to capture the promoters of the scheme. They made their get-away; they also made a clean-up at the expense of a number of foolish merchants. There is still a warrant out for the arrest of the promoter, and he will find B.C. an unhealthy place if he ever arrives here beknown to certain people.

During the early part of the year your Executive Officers visited a number of local branches situated within easy reach of Vancouver. Excellent meetings were held, almost every merchant in the cities visited turning out. This move seems to have been a very successful one, and has created a closer feeling of friendship and co-operation between the branch members and the provincial office. It is to be hoped that the Association's finances will permit of this work being continued in the future on even a more extensive scale, and that other branches more distant will be visited.

Among the more recent activities of the provincial office was the matter of certain articles which appeared in a recent issue of the "Agricultural Journal," a publication issued by the B.C. Dept. of Agriculture. In this journal most unfair attacks were made upon the retailers of this province as a class and upon this Association. The matter was promptly taken up with the Premier, but owing to his absence in the East it has not yet received his attention. He has now returned, and in all probability we shall hear from him very soon. A communication was forwarded to him just a few days ago in connection with this matter.

While on this subject I would like to draw the attention of the delegates to the prominence given to co-operative societies in the "Agricultural Journal." In some issues several pages are devoted to boosting consumer co-operative societies, designed to eliminate the retailer. It seems hardly fair that the money paid by retailers in taxes should be used in attempts to put them out of business. I say attempts advisedly. I do not think they can succeed. I would suggest that this matter receive the further attention of your Association.

Amongst other matters I would suggest should receive the consideration of this Convention, are double cartage charges by wholesalers, the policy of collective buying, Discrimination by Imperial Tobacco Co., and other firms, medical inspection of persons handling food for sale. Most of the delegates are well in touch with these matters and will be dealing with them.

Before making my concluding remarks I wish to make special mention of the manner in which your Executive Officers have supported me. I refer to T. F. McDowell, your president, and Geo. A. Howker, treasurer, and I may say that but for the encouragement and advice I have received from them at most discouraging times I would not have been submitting the secretary's report at this Convention. I feel that the members of the Provincial Board cannot give too much credit to the two officers whose names I have mentioned for the work they have done during the past 17 months, for it should be remembered that they have carried on since the inception of this organization in B.C. In that time they have held over thirty meetings. Not one cent of remuneration have they received, nor did they expect it. Their work was done for the benefit of their fellow retailers, and I feel that I cannot offer a more fitting suggestion in the interests of each individual delegate present and of the Association as a whole, than that each retailer make a firm resolve that from now on he will endeavor to follow the excellent example set by the executive officers of this Board and give at least a little time and effort in the interests of his fellow retailers.

ORGANIZING THE B.C. MERCHANTS

The Report of the Organizer At the British Columbia Convention of the R. M. A. Gives a Very Optimistic Outlook for the Future Welfare of the Association

In presenting the story of the activities of your organizer since the 1918 Convention I may as well admit that I am out to completely spoil my reputation, that is as I understand my reputation to be. I may say that I understand my reputation to be by suggesting that it is not a reputation for brevity.

I will touch upon facts and figures merely as illustrations and not simply as a recitation because facts and figures, and more particularly figures, can convey no adequate picture of what organization work in B.C. has involved since last September.

The first trip made by your organizer following the Convention was planned to cover the Okanagan territory, and was started early in October.

Defunct Association a Stumbling Block

The towns visited on this trip were Kamloops, Enderby, Armstrong, Vernon and Kelowna. In Armstrong and Enderby branches were established representing practically the whole of the possible membership. I spent quite a while at Vernon, but found it impossible to accomplish anything at that time, owing to the fact that "they had once had an association." This "association," like too many similarly ill-fated ventures, had gone to pieces around 1914, and had not yet had the decency to pay its own funeral expenses. These expenses were still owing to sundry creditors in the town, and the merchants did not seem to think it possible to start a branch of the R.M.A. of Canada without first paying the debts of their old local association, and nobody seemed to be particularly anxious to pay said debt. I pointed out to a meeting that I addressed at the City Hall there that it was hardly fair to penalize the R.M.A. of Canada for the sins of the Vernon Retail Merchants' Association of 1914, and had I been able to stay on the ground long enough to have given time for a committee to have canvassed the local merchants and paid off their old debt I am confident that we should now have a large branch in the Queen City of the Okanagan. The treatment accorded me there was entirely courteous and cordial, and several merchants expressed their intention of lining up with the R.M.A. of Canada as individuals, if their fellow merchants did not decide to establish an accredited branch. I judged it in the best interests of our Association, however, not to accept such applications at that time, as I felt it might hinder the larger programme that we had in view, because there is always a better chance of an organization standing together if it is properly organized at the start.

A Nucleus at Kamloops

The time limit under which I was working was again a handicap at Kamloops upon my return journey. I found it very difficult to get a hearing at Kamloops, for the reason that they also had once had an association, but I succeeded in getting five members as the nucleus of a future branch, and I was assured by these five that as soon as I could return to that field they would assist me in getting the merchants out and having a properly organized branch of our Association established there. Unfortunately for reasons entirely beyond our control I have never been able to revisit that territory, nor have I been able to cover the field further east and south, which had been my intention, so that it may fairly be stated that the possibilities of the interior in Association matters have scarcely been tapped.

Prince Rupert Has Branch

However, some signs of interest in our Association work having been evinced at Prince Rupert, a visit was made there, and a branch established, beginning with some eighteen members, which has since increased to thirty-three. Preliminary work was also begun in the month of December in the City of Vancouver itself, a meeting being held on December 6th at which the Vancouver branch came into existence. No further work was possible, however, in Vancouver on a part time basis, as this field is too large and complicated to be properly organized half-heartedly. I will deal with the organization of the Vancouver branch as a separate matter, but it is in order in this connection to mention the fact that the establishment upon an efficient basis of a branch in this city has been and is yet the biggest problem that the Association has to face in this province.

New Westminster was the next field for attention, and with the co-operation of local Secretary Ing, who worked unselfishly to give the New Westminster merchants a form of organization which he felt to be in their interest, we succeeded in establishing a branch there of some thirty-seven members. Mention might also be made here of a flying trip made from Nanaimo to Port Alberni, around the first of the year, at which a branch of our Association was established with a membership of fourteen, which is about one hundred per cent. of the possibilities in that district. Without knowing the geography intimately I would think that the British Columbia Board has at Port Alberni its farthest west branch and at Prince Rupert its farthest north branch. During the month that followed my attention was about equally divided between Vancouver and Nanaimo, and at Nanaimo we

were able to increase our membership from twenty-two to fifty-six members, and what was more important, end a condition that had hitherto existed under which we had had a local association and a branch of the R.M.A. of Canada operating in the same office.

Interested in Association

Other points visited have included Chilliwack, Duncan, Courtenay and Cumberland, while a trip was also made to other Fraser Valley points as far up as Mission. During the year numerous enquiries have come through from merchants both in the towns and country places asking for information as to membership in the Association. Some of these replies have been sent stating that the organizer would visit them in due course, while in others application cards have been sent, inviting them to take out membership by mail, which in several cases has been done. This method has only been adopted where the expense of a personal visit made it impossible to reach the merchant. An example of this is the case of a merchant at Willow River, which to the best of my knowledge is somewhere around the Prince George district, while we have another membership to recall from the top of Crow's Nest Mountain, this membership being entirely unsolicited.

A number of different attempts have been made to get a hearing of the merchants at Victoria, but so far entirely without success.

A Branch of Fifty Members

Early in 1919 the Provincial Secretary and I waited personally upon a number of representative retailers with a view to having them come to a meeting and hear for themselves what the claims of the R.M.A. of Canada actually were. In addition to this, some five hundred invitations were sent through the mail calling a meeting on a certain date, the result was an attendance of about fifteen. From that beginning a branch of approximately fifty-five members has grown, but it has taken many months to accomplish that result, and if this Convention regard Association work simply as a dollars and cents proposition, then I have to say that the organization of the Vancouver merchants has absorbed more money and time than the results would appear to warrant. I feel confident, however, that no such narrow viewpoint will be allowed to color discussion of this report, for it will be realized at once that an organization of retailers in B.C. cannot be said to be representative until a strong branch is well established in the chief city of the province.

I do not claim that such a result is yet apparent, but I believe that the results in Vancouver for the ensuing year will more than justify the effort that has been put into it during 1918 and 1919.

In this connection I think it is in order to say that although Vancouver has perhaps been slow in coming forward, the executive officers of its branch have rendered splendid service to Association work in this province since they were elected, and are even now committed to a policy of organization in the city which will place the Vancouver branch upon an efficient basis, in that it will bring all sections of retailers in this city together in a way that they have never been brought before. I mention this here because while I realize that your organizer's time, which is your time and money, has been almost wholly spent in Vancouver for several months, I do not think that you would have even the possibility of a satisfactory solution of the Vancouver Association situation in sight had it not been for the close attention given to this field by your organization department.

Meanwhile, it seems to me to be a matter for satisfaction that in every case but one, branches organized in 1918 have renewed their membership this year, and in most of these cases the membership has increased.

Growing Enthusiasm

This applies, for example, to Chilliwack, where we established a branch in June, 1918. This branch is now easily fifty per cent. stronger than when first started, and this increase was voluntary. Altogether, surveyed from the viewpoint of numerical membership, the B.C. Board of the Retail Merchants' Association of Canada stands 100% stronger than it did at the 1918 Convention, while its possibilities in this direction are as yet hardly exploited.

This observation brings me to the conclusion of my report, and in presenting it for your consideration, I have simply this to say, you have in British Columbia today the nucleus of an organization of retail merchants. It has been brought together despite many difficulties and discouragements. It is, however, your organization, and you can make of it an efficient machine functioning in your interest and in the interest of the community whom you serve, if you wish and will. If, however, this purpose is to be achieved, you must here and now, at this Convention, decide to spread the burden of responsibility over more shoulders than have borne it to date. Executive officers must be elected who can and will give the work the time and attention it involves. I do not mean by this that your present officers have not given it that time and attention, but I do wish to emphasize the necessity for a careful selection of officers for the ensuing period, which in my judgment will be the testing time for Association work in this province.

Among the resolutions dealing with the organizer's report were the following:—

It is recommended that the Vancouver branch have a paid Secretary of their own.

It is recommended that the present organizer be freed from secretarial duties and resume organization work.

At this point the Vancouver delegate asked that the organizer be left on the Vancouver field for at least a couple of months—this request was acceded to by the Board of the Convention.

The Committee also pointed out that one of the most vital items of the Committee's report was the organization of Vancouver city. As one speaker put it, "Vancouver is the very anchor of the whole B.C. organization, and unless the Association can show strong organization and real service rendered in Vancouver the work of the organizer in the outside field is rendered exceptionally difficult."

A full explanation of the new insurance service of the Association was given at the evening session Tuesday. It has not been found advisable to attempt to found their own insurance company as has been done successfully by the Saskatchewan branch, but a close working agreement has been reached with the North-Western Mutual Fire Association of Seattle, whereby the Association conducts their own agency for the writing of the members' policies, and members only. The Association policy holders are guaranteed a rebate on each year's premiums of from thirty to forty-five per cent., depending on the risk. The saving at all times to be thirty per cent. or over, what the premium in a board company would be. It is also claimed that all of the money paid into the company in premiums will stay in Canada, being invested in Canadian securities. The standing of the company, reserve, and past history, was obtained both from Washington and the provincial office of the Government, in Victoria, and was found to be satisfactory. The B.C. agency will be known as the Retail Merchants' Fire Underwriters Agency of B.C.; they have written several policies already, and the forms were received on Monday.

The actions of the executive in negotiating with the North-Western Mutual were endorsed by the Convention.

A glowing tribute was paid to the untiring work and zeal of the retiring president, T. F. McDowell. Mr. McDowell pointed out that according to the constitution the retiring president was still a member of the executive, and that he would work just as hard as while in the chair.

A Tribute to the B.C. Secretary

In T. J. Corley the merchants of British Columbia have a whole-hearted, enthusiastic Association man, to whose untiring efforts much of the present gratifying progress of the B.C. Board of the Retail Merchants' Association of Canada is due. When he took charge of the two organizations extant in 1914, the Vancouver Retail Grocers' Association, and the Retail Merchants' Association of B.C., he realized that a much greater field would be opened and much more progress would be possible if the Associations in this province were allied with similar Associations throughout the balance of the Dominion. The logical way was to have the existing Associations gradually merged into a Board of the Retail Merchants' Association of Canada and late in 1917 things began to shape up this way. With the able assistance of Mr. Haugham, an organizer of a magnetic and genial personality, a board was formed; many of the outside points in B.C. have their own local association of the R.M.A., and we may shortly expect to hear that the Vancouver Retail Grocers' Association and the Vancouver Butchers' Association have been merged into the Vancouver branch of the R.M.A. With this strong pivotal branch in good working order, the greater success of the organization of the remainder of the province of B.C. may be engineered. If further need might be urged for organization it need only be pointed out that the Oriental traders have the very strongest kind of an organization. The Japanese merchants were the only ones to, as an association, have a float in the recent peace pageant. The Oriental Association hired the best K.C. in Vancouver to fight for their interests during the city's attempt to collect business license fees—and they had a measure of success.

Convention Briefs

Professor Struthers gave an illuminating address to the delegates on "Character analysis at first sight." He gave a very interesting and correct reading of the natures of Mr. Phillips, of New Westminster, and Mr. Daykin. At one point the whole convention was thrown in an uproar when the Professor said, speaking of Mr. Daykin, "I should say that you would appreciate a droll, quiet, subtle witticism, whereas Mr. Phillips might enjoy a more hilarious joke." From the laughter this provoked we could but wish we had heard the jokes with which Mr. Phillips must have been regaling some of the delegates.

Mr. Murphey, of Nanaimo, seemed loth to remove his hat. It's no disgrace, Murphey, you never see grass on a busy street.

At the banquet at the Hudson's Bay, Professor Harper sang his own song, "Here's how, Vancouver." He was under a handicap, as no piano was available. However, Mr. Howker, Ernest McTaggart, and a few other lusty thrushes helped out splendidly.

The member from Port Alberni was so engrossed in watching the fireworks above the fair grounds that he pretty nearly moved an amendment to the motion to adjourn.

When the time came to sing "God Save the King," the entire assemblage voted that the Second Annual Convention of the B.C. Branch of the Retail Merchants' Association of Canada was an unqualified success.

Those Present at Convention

Among those present at the Convention were the following:—

K. Evans, South Vancouver; M. J. Phillips, accredited delegate, New Westminster; R. Fox, accredited delegate, Chilliwack; G. H. McRobbie, accredited delegate, Vancouver; R. H. Ormond, Nanaimo; F. G. Fox, Port Alberni; R. A. Thorpe, Duncan; Mr. Whitehouse, Armstrong.

Visitors who registered were as follows:

G. A. Howker, prov. treasurer; D. H. Kent, President McDowell, W. M. Carson, H. C. Wilson, D. Shantz, J. Harkness, J. F. Merrilees, S. Des Brisay, A. T. Bridgeman, M. Rikson, E. R. Wilson, J. T. Crowder, T. H. White, E. R. McTaggart, E. A. Davey, C. Clarke, F. Cluff, J. W. Cornet, R. M. Tod, D. O. Bowen, J. M. Watson, H. Morrow, E. G.

Continued on page 58.

A LITTLE BIT OF EVERYTHING

Picked Up From All Over And Put in One Place.

A new Semi-Ready store has been opened in Maisonneuve, situated on the corner of LaSalle Avenue and Adam St.

Omitted from Buyers' Directory through an oversight, the Hercules Garment Co. were not listed in the Buyers' Directory last month. They should have been listed under the following headings: Fine Shirts, Work Shirts, Pyjamas, Boys' Wash Suits.

Mr. P. J. Kelly, the aggressive president of the Retail Merchants' Association of Stratford, has been fortunate in securing as a speaker for a meeting to be held in October, Col. Fred Voilande, of Topeka, Kansas, a great war veteran, and an exceptionally attractive speaker.

The George P. Ide Company, of Troy, N.Y., makers of collars, has announced that its future sales policy will be to refuse to sell its goods to merchants who cut the retail prices established by the manufacturers. This is in pursuance of the policy known as the "Colgate Plan," the legality of which was established by the Supreme Court in the case of Colgate and Company, who were indicted for violation of the Sherman Anti-Trust Law. The contention that in seeking to maintain a standard price for his goods a manufacturer was within his statutory rights, was sustained.

The progressive clothing firm of R. H. & J. Dowler, Limited, with headquarters in St. Thomas and chain stores in London, Windsor and Sarnia, have purchased the clothing stock and business of Walter Boug, one of the oldest and most successful clothing merchants in Windsor. The deal, which was completed by John Dowler in September, involves some $60,000 worth of stock alone, bought at a rate on the dollar. The building occupied by Mr. Boug has been rented by Dowler Brothers for fifteen years with one year's option secured if they decide to purchase. Mr. Boug, it is announced, will retire from business.

The move is reported by J. Dowler to be absolutely necessary in order to take care of their ever-increasing business. They had entirely outgrown their old quarters, having been forced to convert a portion of the basement into selling space. Business will be conducted in both stores and it is the intention of the new proprietors to thoroughly renovate Mr. Boug's former store, installing an up-to-date front and making it one of the most attractive clothing stores in the Dominion.

The change speaks well for Dowler merchandise and Dowler progressiveness, having to compete, as they do, with the large clothing stores in Detroit.

BURGLARY AT BELLEVILLE

On September 4 the premises of Simmons' men's wear store was broken into, and it is estimated that six hundred dollars' worth of merchandise was stolen, consisting mostly of men's and boys' furnishings.

WOLTHAUSEN HAT CORPORATION FORMS WAR SAVINGS BRANCH

A War Savings Society was recently formed at the factory of the Wolthausen Hat Corporation, Brockville. Frederick Wolthausen was elected president, and F. A. Wolthausen, secretary. The branch has a membership of over 30.

LONDON TAILORS ORGANIZE

A flat weekly salary of thirty dollars, with time and a half for overtime and double time for holidays will be the first claim of the newly organized union of London tailors.

MONTREAL FIRMS SHARE IN CONTRACT

In the recent contracts let for equipping the Montreal police with warm apparel for the winter months, the Acme Glove Works had orders placed with them for 840 pairs mitts at $27.00 a dozen, and 140 pairs of buckskin gloves at $16.00 a dozen.

The Dominion Rubber Co. received an order for 50 waterproof coats for officers at $15.80 each, and 145 rubber coats for constables at $11.80 each.

GROWING PAINS IN PRINCE ALBERT

Owing to the increase in business and a lack of space to handle it, Ralph Miller has moved his business from its old location on River street to the Knox Block on Central avenue.

WOODSTOCK HAS NEW STORE

The Hersee Brothers announce the opening of a new store early in October in the store occupied for so long by Frank Hyde, druggist. The agency has been secured for Semi-Ready and in addition there will be furnishings and haberdashery of the higher grade lines.

CHANGE IN HAMILTON FIRM

After 18 years as managing director of the Coppley, Noyes and Randall Company, clothing manufacturers, of Hamilton, Geo. C. Coppley has decided to withdraw from active service with the company and retire to private life. The new officers are Bruce Harvey, J. E. Clark, C. T. Beatty, associated with whom will be A. C. Cooper. Mr. Coppley will remain on the board of directors.

BLOCK CHANGES HANDS IN CALGARY

D. A. MacLeod, of MacLeod Bros., has purchased the valuable property known as the Allan Block, corner of Ninth avenue and First Street East. MacLeod Bros. have been carrying on business in the Allan Block for the past 16 years and occupy seven-eighths of the space in the building.

BUSINESS CHANGES HANDS

Mr. Brown, of James Ramsey Co., Edmonton, and W. O. Kibler, formerly with the Williams Shoe Co., have purchased the stock of E. Berube, Windsor, Ont. The new firm will be known as Brown & Kibler and will be ready for business about 15th of September.

TAILOR "GETS HIS"

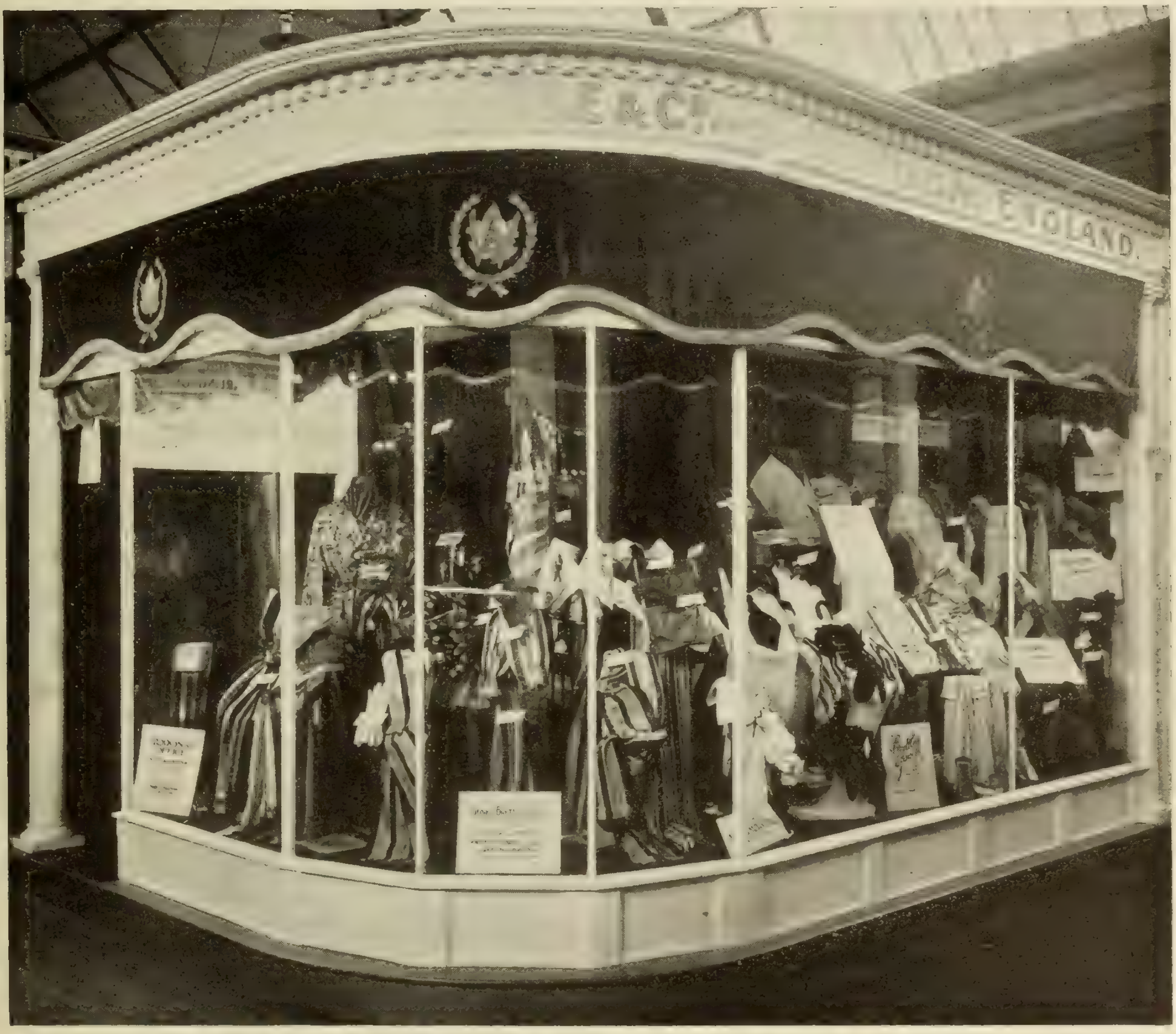
In a suit about two suits, Daniel Porter brought action in the Division Court against W. Pomerlain for $50 paid on two suits that didn't fit. Porter had paid $10 as a deposit on them. He went to Vancouver, and when he came back the suits were made—and disposed of. Defendant insisted on a further deposit of $20, and Porter paid $40. "Why?" asked the judge. "I shouldn't have done it." "But I did," replied Porter. He had ordered "plain suits; no fancy work about them."

"You'll get that all right," Pomerlain had promised him, but Porter complained of two pleats put on the sides and that the coats were too short. Pomerlain, in the course of the conversation, grabbed a club and threatened to hit him, and also threatened to call a policeman.

The coats were produced, and plaintiff pointed out the offending pleats. "Quite right, I wouldn't wear them," commented the judge. W. Pomerlain admitted the pleats, but said they could be pressed out in a few minutes. The plaintiff tried on the coats and the judgment of the court was that they were too short. "On your own admission also," said the judge, "you put in those horrible pleats," and gave judgment to plaintiff.

BRITISH WHOLESALE HOUSE DISPLAY AT EXHIBITION

Geo. Brettle & Co. Have Attractive Show Window at Toronto Exhibition.



Amongst the exhibits of the Toronto National Exhibition was the well-filled show case of Messrs. George Brettle & Co., Ltd., London, England, giving a very bright display of silk underwear, hosiery, scarves, neckwear and dressing gowns for men and women. Mr. Bob Walker, of R. Hawley Walker, Ltd., of Toronto, was responsible for the dressing of the stand, which was in charge of the firm's Eastern Canada representative, Mr. Hugh. D. Marshall, 306 Stair Building, Toronto.

MERCHANDISING ON A RISING MARKET

With the Certainty That Hats Will Cost More For Spring, Hatters Must Shape Their Policies This Season to Place Them Firmly on the New Level.

From "American Hatter"

THE practical certainty, as predicted elsewhere in this issue, that it will be impossible for retailers to secure hats to sell for less than five dollars each for the coming Spring, should cause them to do some careful and logical thinking in their present conduct of business.

It is going to take more capital to do business in 1920 than ever before. That fact must be kept uppermost through all plans and operations. Keep it especially in mind when marking up Fall merchandise. The present closing straw hat season is a striking example of what next year's experience will prove.

Allow for Expanding Values in Mark-Up

The thing to keep before you in the mark-up is this: if in the months to come you have to spend all of your profit to replace stock you will not be able to show a tangible profit at the end of the year. You may have your money's worth of merchandise, but that is not money. For example: if you now have in stock a hat which cost you $2 and you expect to sell it at $3, you may think this will give you a profit of $1; but where will you stand when on re-ordering you find that same hat costing you $3? The cost of the re-order will eat up the profit on the first purchase—unless in the original mark-up you provide for that one dollar which will surely be added to the cost price before the season is far advanced. In the same way, if you sell the $3 re-order at $4.50 you may think yourself $1.50 to the good, but if on your next order that hat costs you $4.50 your profit has again eluded you.

This does not mean that hatters should make an invariable rule of figuring present values as the basis from which to start their mark-up. This, perhaps, would not be fair to the customer. On the other hand, if the mark-up is figured on the original purchase price, the hatter is hardly being fair to himself and his employees. A medium course, which gives the customer all possible benefit of the original purchase price, yet allows the hatter leeway for future expansion and for providing himself and his business associates with fair compensation in view of the increased cost of living, would seem the proper course.

Another thing to keep in mind is this: this year stock will cost more and all your values will be higher. For instance, your fire insurance must be increased to cover the new value. Last year 500 hats may have represented a value of $1,500 and you may have had them protected to that amount. This year those same 500 hats may represent a value of $2,000, or even $2,500. Your very first business will be to see that your fire insurance is increased to cover this year's valuation. Unless you do, accident may leave you with a cold loss of thousands.

Don't make plans with clearance sales or cut prices in mind. To sell at cut prices when new stock will cost more than the original stock is unsound business. Furthermore, cut prices, or alleged cut prices, always tend to make the purchaser think the cut price the right price and the original price was the retailer's profiteering. It is a well-known fact that many men wait for "sales" to supply their hat needs. The present straw hat season taught these individuals a wholesome lesson which retailers should not be slow to drive home. After waiting for the usual "mark down sale" of straws and not finding it in evidence—because it was impossible to supply enough straw hats to meet the demand, let alone reduce the price of them—the laggers fell into line and bought their hats a month belated and at regular prices. Do not make the mistake of winding up the fall season with a sale event. Common sense demands that you do not sacrifice the stock which you have bought on a rising market, and a "sale" in the fall will make it doubly hard for you to get the new prices which a still rising market will compel you to quote in the spring.

One Danger of High Prices

Style interest must not be allowed to lag. In fact, when the market is rising, the style note is one to emphasize and keep sounding lest with the upward trend of prices the customer be tempted to turn economical and stick to his one hat as if it were glued to him. The practice of buying more than one hat a season received its initial stimulant years ago from the popular priced chain stores, which kept introducing new styles and sold them because of the insignificant price that one hat cost. This practice still continues, although the popular priced hat has gone out of existence. It has continued because men have made money during the war and have been free in spending it. There has been, as it were, a tidal wave of buying, but with advancing retail prices this wave may subside and men form the habit of buying for wear rather than for style. Hatters cannot afford to let this habit take hold of their public. To let it take hold means fewer hats per customer and reduced sales for hatters. Therefore, emphasize the style note and use every possible means of arousing style interest. Let it sound in every line of your advertising and trumpet from your show windows.

It is a good thing to let customers know that prices are going to be higher. Fore-warned is fore-armed. A man prepares for what he knows is coming. Everyone is expecting lower prices in the Spring and many customers may put off the purchase of more than a make-shift hat in order to get the benefit of them. The fact that the expected did not happen in straws, and that the Fall failed of lower-priced promise will not deter them from looking forward to low prices in Spring—unless you begin right now to let them know that prices will be higher, not lower. Don't deceive yourself, and do not keep the truth from your customers. To keep the latter in the dark regarding the certain advance of Spring prices, and to let them discover it only in the inferior qualities you will be compelled to offer them at this Fall's prices will be bad policy.

Customers must be told the truth. How you tell them, is for you to decide—whether you tell them through the columns of your local newspaper or by word when they come into your store to buy. Editorial comment would not be out of place if you can induce your newspapers to co-operate. Advancing prices are as certain as that "the world do move," and since this is legitimate news the newspaper which has the interest of its readers at heart should not be averse to taking it up in the editorial column.

This year the hatter must also keep in mind that new standards have been established and must consider these standards in their relation to expenses—particularly the salary expense. If you have been in the habit of figuring all of your expenditures on a percentage basis, this year percentages must be larger. You must decide whether in these times this increase can be added to salaries or other expenses, or whether need for increased capital makes it necessary to reduce percentages, keeping amounts where they are. In making these calculations it must also be remembered that employees also need increased capital to meet the cost of living.

New Importance of the Sticker

This will have to be a year of close watching. For one thing, retailers will have to get a new perspective on the "sticker." The sticker always meant a loss, but this year it will mean twice the loss that it did two years ago. The watchword this year will be: "Don't let it stick." Devise some plan of stock-watching that will disclose the sticker in the first days of its sticking. The minute you find it inclined to nest, pry it loose from its comfortable quarters and make it hustle. There is no reason why one piece of merchandise should be a parasite on the rest of the stock. Clear it out—but make it pay for itself as it goes.

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BRIEFS

THE longer the world takes to settle down, the longer it will take for it to settle up.—*Boston Transcript.*

* * *

SEPTEMBER the 15th marked the end of the straw hat season in New York, and it is reported that 1,000 discarded lids were found in front of one hotel alone.

UP-TO-THE-MINUTE ADVERTISING

THERE is nothing mossy about the way one Vancouver haberdasher advertises. A few weeks ago we mentioned that the display windows of the Jonah-Prat Co., on Hastings street, received very minute attention on the part of large crowds each time your representative passed, and on that occasion we discovered that a large card in the well-dressed window stated that a five dollar bill was at large some visible place in each window, and that any one locating it could walk in the store and take their pick of the two dollar ties. Don't ever imagine that that window did not get a real thorough "once-over" from a good many thousand prospective men's wear purchasers.

Now, the last two or three weeks they have a new one. A huge card announces that the Jonah-Prat Co. buys a ticket for one aerial joy-ride over Vancouver, every week. "Somebody is going to get an aeroplane ride this week—may be you're the lucky one," says another card.

WILL SHOW SAMPLES LATER THIS YEAR

DELIVERIES are still a source of worry to retailers all over the country, prices high, low or stationary are relegated to the background and the one demand is deliver the goods. In order to cope with and somewhat alleviate this condition, manufacturers and wholesale houses have, for the most part, agreed to send their representatives out later this year. Some of the clothing manufacturers deciding on six weeks' later showing of samples than was the case in other years. This means that it will be around October 15th before the bulk of their representatives are out calling on the trade. They assure us, however, that Spring deliveries will not be held up on account of this, but will in reality be helped.

HIGH-PRICED CLOTHING IN U.S.

THE Birmingham *Post* has the following comments to make on the cost of clothing in the United States:—

"Although clothing prices in this country are very high, and still soaring upward, they are far below the level at which apparel is being sold in the United States. Complaints are numerous that high-class West End tailors are charging fourteen guineas for a suit of the best quality cloth, tailored by the most skilled journeymen, but in America suits have for some time been selling at £24. Exclusive tailors on Fifth Avenue, New York, are said to be asking up to £48 for winter overcoats, while retailers have been purchasing boys' overcoats, which they say cannot be sold in San Francisco under £12 each. Hard felt hats in London shops at 25s. and handsome velours at £2 5s. compare favorably with the £6 at which one Chicago store is offering a bowler. The same store is also showing a very fine quality soft felt, made from beaver fur, for which £9 10s. is asked. We have not yet come to that on this side, although both clothing and hats will—so the traders say—be dearer during the coming Autumn than they were last year."

HELP BUSINESS AND THE VICTORY LOAN

THE Victory Loan Campaign of 1919 will soon be in full swing, and it will need the united effort of every loyal citizen to bring it to a successful conclusion. It may be that some will think, that now the war is won, there can be a slackening in the enthusiasm that has made former loans a success. In such a feeling lies a great element of danger. It is no small task to raise sums running into the hundreds of millions, it is a still harder task to raise them in the wake of other heavy loans, but it must be done, and everyone must do his share to see that it is accomplished. Just as much as ever is this an imperative duty. It is a duty we owe to our country and ourselves. Should this loan prove a failure it would undoubtedly bring about a period of hard times that would be trying to everyone. With the loan a success there should be no question of the unbounded prosperity of this country. Money is needed to keep the wheels of commerce turning, to help finance the great natural resources of this country, to build up a more far-reaching prosperity than we have yet known.

In fostering an interest in this loan the merchant is doing himself a real and tangible service. He is the first to profit by good times, and the first to suffer from bad. In a great measure, he can by helping make this campaign a success protect himself against the dangers of hard-time years.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, Sept. 7.—Enormous demand for goods, with insufficient supplies and rapidly advancing prices, characterize trade generally in dry goods. Until production can again attain anything like normal proportions there is going to be a great shortage of materials. The world is seeking goods of all kinds and Europe is in such dire need of almost everything that she has little to export. In the dry goods trade the merchant is largely dependent on Great Britain and Europe to supplement her needs in many kinds of merchandise. Labor conditions, the high price of coal and a generally unsettled state of affairs, tends to make the markets very strong for what there is available.

Advices received by Toronto houses from buyers who are now abroad show no improvement in the woollen market. Increasing difficulty is being experienced in securing dress goods. Buyers state that there is practically nothing to be had. Manufacturers do not want to take orders at all and a buyer is fortunate if he gets only a few pieces of goods. It is stated that many orders for next Spring will not be filled. Prices are still going higher.

In cottons, in a great many instances, prices are up to where they were before the declines were effected last Spring. New prices announced by Canadian mills are up ten per cent. on staple lines. Wholesalers are being rationed too, as the mills cannot begin to fill the orders they have. Canadian cottons, while at high figures, are claimed to be the cheapest in the world at the present time.

No improvement is reported in the linen situation, and prices are equally as high as they were a month ago, with stocks among the dealers not at all heavy. A Toronto importer and representative of a large Belfast linen manufacturing concern, recently returned from Ireland, states that production will be greatly curtailed, owing to the world shortage in flax. Further advances are probable.

In the silk market there is a great demand for Georgettes and crepe de Chines, but particularly the former. Prices are very firm. Reports from Japan show a very strong situation there in the raw market. Some very fine European silks are being received and are being shown in novelty effects.

COTTONS

Quotations on Canadian Staples for Next Spring Show Advances of Ten Per Cent.—Some Price Comparisons

COTTONS.—The Spring prices on Canadian staples have been announced, and advances over the former list approximate ten per cent. In the case of some mills quotations are back to where they were previous to the decline last Spring. This is particularly the case in such goods as flannelettes, linings and sateens. Canadian prints, too, show an advance, but they are not yet up to what they were before the slump last Spring. Supplies are still very limited, and it is impossible to secure anything like the amount of goods wholesalers would take under normal conditions. All distributors are on rations, and as it is, the mills are considerably behind in their orders. Dealers are allowed goods on the basis of their average purchases of the last four or five years. As one wholesaler stated, he was not getting a quarter of what he was willing to buy from the Canadian mills, if it were available. He would not buy out of Canada at all, if it were not necessary, as the American market is higher than the Canadian. With all the criticism directed at high prices of materials in this country, Canadian cottons are the cheapest in the world to-day. They are lower than prices at New York, apart altogether from the duty that has to be paid. In the American market quotations show advances fully twenty per cent. over prices of July the first last. Buyers who have delayed making purchases are going to have to pay very much higher figures in the future.

As an indication of the strong situation in the Canadian market some price comparisons are interesting. No. 3 print in navy is now quoted at 22½ cents per yard, that is, of course, for goods for delivery next Spring. For the Spring of this year it was quoted at 24 cents, and for Fall delivery the price was down as low as 19½ cents. In steel clad galateas, lights, the 1919 Spring price was 30¼ cents, the 1919 Fall quotation was 24½, and the new figure for next Spring is 29¼. In sheetings and the heavier cottons the prices in the great majority of instances are back to where they were in 1918. Curtailed production, due to shorter hours of labor, labor difficulties, etc., have all contributed to the high prices. There is an enormous demand for stuff, and the mills under present conditions cannot begin to meet it.

The position of the market for raw cottons at the present time is inclined to be weak, although fluctuations take place from day to day. The bearish factors seem to be favorable weather, and Southern selling. The declines in raws have amounted to $5 and $6 per bale.

The exports of United States cotton to all countries including Canada, prior to and since the commencement of the war, were from 1909 to 1913, including five crops, 42.667,000 bales, and from 1914 to 1918, including five crops, 30,666,000 bales, or 12,000,000 bales less than during the last period named. This is accounted for, says the "Daily Mill Stock Reporter," by the fact that some of the greatest consuming countries have been cut off by embargoes. With these countries actively in the market, and with other European countries rapidly increasing their demands for American cotton, it would not be surprising to see a real cotton famine before another crop can be produced.

BOOTS AND SHOES

Prices Have Advanced Five Per Cent. Since First of August. Wholesalers Report a Great Scarcity of Boots and Shoes

BOOTS AND SHOES.—There is nothing to indicate that there will be any lower quotations on shoes in the near future. Wholesalers informed MEN'S WEAR REVIEW that there was a great scarcity of shoes, and that since the first of August prices have advanced five per cent. There is a great demand for shoes from all parts of the United States. Shipments to Europe from U. S. points have been very heavy, and the big inquiry for shoe leather is the strongest factor in keeping prices where they are. Then again there is an insistent demand for only the high-priced shoes, and people are seeking so much for particular shoes that this condition keeps the market very strong. It was reported in a large American centre the other day, that there are 600 styles of shoes for women calling for a frequency of individual touch that enhanced greatly the cost of the shoe. A Toronto wholesaler quoted women's high-grade brown kid shoes at from $8.50 to $9. This shoe, he claimed, was of the very best possible quality and should sell in the retail store around $12. Women's oxfords are correspondingly high in price. There is not much demand for oxfords now, the season being over for them, as far as selling is concerned. Men's shoes in brown calfskin are quoted at from $8.50 to $9. Children's shoes have reached tremendusly high figures, a good shoe for a boy or girl of ten or twelve years having to sell around $6 at their present cost. The shoe market seems to be one of rapid progress towards higher values, and investigations, high cost of living, commission inquiries, etc., have not done much to relieve the situation. The excessive demand for shoes from all over the world appears to be the principal cause of the strong situation.

WOOL

Canadian Woollen Manufacturers Seek To Enlarge Trade. Very Difficult to Secure English Goods

WOOL.—Efforts of Canadian importers to buy worsteds on the English market are not meeting with much more success than they were a few months ago. Correspondence from English manufacturers report little improvement in the situation. According to the statement of some shippers it will be more than two years before the market assumes anything like a normal aspect. One buyer for a large Toronto wholesaler told MEN'S WEAR REVIEW that he had ordered thirteen pieces of grey pick and pick worsteds for an early delivery this Fall. The reply that he had received was an acceptance of an order for only two pieces. The price quoted was 16 shillings per yard. Shorter hours of labor and the fact that so many men in England have not yet returned to work since the ending of hostilities, is curtailing production, and manufacturers are experiencing their own difficulties in maintaining operations on a satisfactory basis. Advices from the Old Country are to the effect that there is nothing to indicate lower quotations on English woollens for a long time. All prices are very high and very strong. Buyers recently returned from New York in search of dress goods state that they did not buy a yard of woollen dress materials. Woollen lines were very scarce, and showed advances of 25 per cent. on June quotations. There is a big demand in England from European centres, badly in need of woollen materials. This tends to render it impossible to meet the requirements from this side. The enquiry, too, for domestic account in the Old Country is also on a very large scale.

The Canadian wool clip, totalled at approximately 15,000,000 pounds is now being marketed. Only about a million and a half pounds will be absorbed in this country. Even a portion of this amount may later be exported to the United States. The movement of Canadian wool to the American market is expected to start very soon. The staple is coming forward at the rate of about five cars per day, most of which is from Western points. Early requirements of the mills using the domestic product have been satisfied, but there remains the later orders that will be forthcoming in the Fall. Most of the consumers have fairly large stocks of Australian and South American wool that have been carried over from last year.

Every effort is being put forth by Canadian woollen manufacturers to extend their export business. Four representatives of the Canadian Association of Woollen Manufacturers have been appointed to get after this trade. The orders secured from Roumania and Belgium are only a beginning. Some weeks ago a representative was secured to get business for the Canadian woollen men in South Africa, the West Coast, the East Coast, and the Island of Madagascar. Garments of cotton, silk, wool and unions will be taken. This representative is very optimistic as to the business to be secured for Canada. He is of the opinion that a close study of the British industry convinces him that it will not be a factor in the export trade for the next ten years. Another representative has been appointed to get trade in Italy and the Balkans. Russia, too, presents an enormous field.

Later advices from buyers representing Toronto houses, who are now in England, bear out what has already been said in regard to their ability to secure dress goods. It is practically impossible to get any guarantee of delivery, and nothing like the quantities desired are available. During the weeks of the Exhibition, wholesalers reported tremendous business with merchants from outside points. The general tendency, however, was not to load up with merchandise, but stocks in the average store had got down to such a low ebb that fairly heavy buying was necessary to carry them through the Fall season. The fear among some retailers that lower prices might come and find them with high-priced goods on hand, seems to be without reasonable foundation, as all indications point to very high prices and active demand for some time to come.

8,000 TAILORS IN N.Y. ON STRIKE

Seizing a time when Fall styles demand new clothes for New York's millions, more than 8,000 tailors are on strike because their demands for a 44-hour week and a flat salary of $50.00 are refused.

RETAILERS SEEK TO EXAMINE BOOKS OF MANUFACTURES WHO ADVANCED PRICES

Investigation of the causes for increases in the price of men's Fall clothing previously contracted for, with a subsequent examination of the books of all manufacturers charged with the practice of advancing contract prices, was provided for in a resolution unanimously adopted at the National Retail Clothiers' Association in convention at Chicago. Manufacturers who refuse to submit to such examination of their books will "come under the ban of unfair dealing," and will be exposed to the retail trade as such. The resolution demanding the investigation follows:

Whereas it has been openly asserted that some manufacturers of clothing and kindred lines have sold on future order merchandise at certain agreed prices, and have subsequently re-sold and delivered the came commodities at advanced prices and refrained from shipping to the original purchaser, that such a course has a tendency to increase without warrant the material price of clothing, and thereby places an additional burden on the consumer, therefore: "Resolved, that the association take cognizance of this practice and for the purpose of eliminating it, the president is hereby directed to appoint a special investigating committee of three, whose duty it shall be to investigate charges when specifically made and sustained, and by calling on said manufacturers to produce their books for the purpose of said investigation; that failing so to do, they shall be made from the different states through the secretary of the National Association. And that the expense of such investigating committee shall be paid from the funds of the National Association."

Manufacturers here are reluctant to discuss the Houseman investigating resolution or permit themselves to be quoted at this time, but their general opinion is that retailers are too presumptive to expect wholesalers to open their books to them and, therefore, learn what competitors they are selling.

As one wholesaler put it: "If we show our books, we'll be called liars, and if we don't they'll call us crooked."

Other wholesalers contend that the resolution is general in its scope and that it will whip the manufacturer who is profiteering into line.

FASHION-CRAFT LOSES TREASURER

Samuel Munroe, for a number of years treasurer of Fashion-Craft, Montreal, died on the 12th instant.

TAKES CHARGE AT WINDSOR

Carson Land of the St. Thomas Store of the R. H. & J. Dowler chain has left to take charge with Manager McLean of the Windsor branch. Frank Dowler, a successful west of Ireland merchant and a nephew of Robert H. Dowler, will become associated with the wholesale end of the clothing business of R. H. & J. Dowler.

A REVIEW OF THE SHIRT SITUATION

Mills Turning Out Many New Designs, Patterns and Textures For Spring Delivery.

FOR a period of nearly two years the textile industry made practically no progress in the matter of developing new ideas or novelties in their products. These conditions, according to Lawrence Lewin, editor of "Furnishing Facts," were caused by the war's demand on this industry, limiting the production available for civilian trade so that the mills had all they could do to continue styles and patterns already established without experimenting on anything new.

Since the return of the country to a peace basis, every weaver and designer has made the greatest effort to again reinstate his lines in the usual civilian channels and to secure again for himself the business which he had prior to 1917. As a result, never before have such a wealth of ideas nor so many beautiful fabrics and patterns been presented to the shirt manufacturing trade.

There is a noticeable change in the character of patterns as compared to pre-war days. As a general rule, patterns are made up of narrow stripes, placed closely together so as to screen, in a measure, the ground color of the cloth. This is a radical departure from the wide stripes placed at infrequent intervals that we have been used to. Another variation of the same idea is the weaving of cloths without any apparent pattern, but having a mottled effect by the working into the ground of contrasting or harmonious shades, so that the fabric would be more properly termed a mixture than a stripe. Other mills have developed some very beautiful effects in plaid and check designs.

Many of the cloths are made in single tones, eliminating the five and six stripes of different tones we have been used to. As is quite natural with this tendency, plain solid colors have again come into favor. Plain white, cream, tan pongee effects, solid blues, greens, lavenders are all in evidence. Now with these plain colored fabrics, skill is used to get a novelty effect, if possible, in the weaving of the cloth itself. As to the fabrics themselves, silk is in as great a demand as ever. The high prices of raw silk, however, have prompted the manufacturers of artificial fibre silk and fine cotton materials to offer some new ideas which will successfully compete with high priced silk goods, and these are represented in the finest woollen Madrases with self figures in the cloth and woven stripes and other pattern effects. The fibre patterns have a lustre and richness never before reached in the history of the industry. There does not seem to be a demand for cheap cotton, cheap fibres, cheap silks of any kind. The public seem to realize that it is worth while to buy the superior grades and, as a result, materials of all sorts, no matter of what origin, must have a substantial body that will give more service than the product of previous seasons. Altogether this is a very healthy sign for the industry. Cheap merchandise doesn't do anybody any good. Merchandise of real quality gives the wearer satisfaction and builds up the reputation of the mill that produces it and the manufacturer who fashions it into a garment.

The W. G. & R. float which was successful in winning the second prize in the recent Labor Day Parade, at Kitchener, Ont.

The Shirt Department of Argue McLean, Winnipeg.

MEN'S AND WOMEN'S DRESS

Comments From Both Sides of the House and Bouquets Thrown at Random.

THERE has been some little controversy going on between Mrs. H. B. Harrison, of Washington, who has taken up the cudgels for the fair sex, and numerous editors and associate editors who have objected in a bantering way to the aspersions thrown at the male members. The whole thing was started when the beach authorities strictly enforced laws in regard to bathers' dress at Atlantic City. Here's what Mrs. Harrison has to say in a letter addressed to Chief Surgeon Charles Bossut, head of the "Beach Patrol":

"The way men are allowed to parade the beach makes them repulsive. The girls, after all, have curves and attractions not at all disgusting when they are permitted to come out on the beach without stockings. Why can't you say something about the awful looking men who parade around in nothing but a little scrap of a bathing suit, which fails utterly to cover their unsightly bodies?

"And their limbs are simply awful, full of knobs, and besides, most men are bow-legged. Could anything be more unsightly? The men, not the girls, should be compelled to wear stockings, and long stockings at that; also something to cover up their arms and chests. Nobody wants to see them, and they only clutter up good-looking scenery."

Some line of talk that, and as one could imagine the bait thrown out to the press was too tempting to be left alone, so in behalf of poor, down-trodden, suffering man, it rises up in indignation to protest, and has the following comments to make:

"Mrs. Harrison, protesting against 'the little scrap of a bathing suit,' which a man wears and which 'fails utterly to cover his unsightly body,' declares of men generally that 'their limbs' (but we suppose she means legs but is too modest to say it) 'are simply awful, full of knobs, and besides most men are bow-legged. . . Nobody wants to see them, and they only clutter up good-looking scenery.'

"Zounds and gadzooks and other such things! Was there ever a baser slander uttered in respect of the most important creature on the face of the earth—Man, the piece de resistance at every seashore and country club in the land; the raison d'etre of the continued existence of the universe; the chief incentive to women arraying themselves in all the colors of the rainbow that thereby they may appear the more attractive to the male of the species; Man, the politician, the statesman, the warrior, the bread-winner of the family, the fount of all wisdom—Man, the Indispensable!

"Bowlegs and knobs, forsooth, and 'clutterers up!' What a sacrilege this! Surely it was enough that we were first beguiled in the Garden of Eden by Woman, without now having from the same source to hear the whole tribe of us condemned as though we were mere physical excrescences and created only to be tolerated.

"And, as contrasted with Mrs. Harrison's remarks, how much wiser the utterance of Justice Lennox in Toronto

(Continued on page 62)

HATS and CAPS

SEASON FOR SOFT HATS OFF TO GOOD START

Shortage of Straw Hats And Cool Weather Create Early Demand.

OWING to the shortage in straw hats early in the season, those who were lucky enough to get their Summer lid at five dollars a throw were glad of an excuse to get rid of them at the first opportunity; they looked more like an ad for "Nukol" than anything else, and not being able to get a "$3.00 straw for 98 cents" they were literally forced into buying felt hats, tweed hats and caps (and these chiefly in the lighter shades) earlier than ever before.

Many retailers took full advantage of this opportunity to liven up sales at a quiet period, with the result that not only has there been an extra demand on the factories and wholesale houses, but the demand has been for early shipments. This, in face of labor conditions, has given the distributor some food for thought, but, as far as the hat business is concerned, deliveries have been well looked after, and a number of merchants express the opinion that they are well pleased both with values, as they are judged nowadays, and the way their orders are being filled.

The cap industry are up against a little harder proposition, many large dealers having to turn away unsolicited business, and the most optimistic expressions place the deliveries from four to six weeks later than usual. Those who are not so optimistic think that deliveries will drag along two months past date caps are actually wanted, and that there will be a pronounced shortage due to shut-downs caused by the labor shortage, strikes and the general unrest that has prevailed in all branches of the clothing industry this last 10 months. A number of manufacturers have been compelled to ask an increase of from 10 to 15 per cent over and above prices goods were sold for. for delivery in the Fall, And the retailers have been obliged to accept these advances as they feel it would be impossible to place their orders elsewhere. The manufacturers looked for considerably more cancellations than have actually been the case. Prices for the better grade of caps range from $3.00 to $6.00. And what was the $1.00 cap of old will now retail for $2,50 and $2.75, and the quality will not be up to the former standard.

There has been, and is, a steadily increasing demand for tweed hats, due, no doubt, to the higher prices now prevailing. Plain colors predominate in Fall caps, and these are principally in shades of green and grey, with heather mixtures and Jersey cloth increasing in popularity. All wool caps are now on the market and sell readily at from $4.00 to $6.50 in the higher class stores.

In the case of felt hats, browns and two shades of green are very popular with the buying public, and it is predicted by manufacturers that these colors will be strong for Spring.

PURCHASE PRICE OR REPLACEMENT PRICE.

In order to learn the most favored trade practice, "The American Hatter" addressed an even dozen high class retailers during August, inquiring if they were basing their Fall mark-up on the price paid for the original purchase or on the price at which the hats could be replaced. While only one stated that he was taking the early purchase price as an absolute basis, **none** reported that he was basing all prices on to-day's market. The average policy reflected an effort to be fair to both themselves and to their customers, as shown in the following letter, one of those received:

> In reply to yours of Aug. 26th will say that the major part of my hats for Fall were bought six months ago. Since that time there have been several boosts in prices from the manufacturers. The present costs of hats are very much in excess of my first purchase price.
>
> Personally, I do not feel justified in asking a price based on the cost of replacement at today's prices. My early orders placed were large, therefore, taking into consideration that my duplicates will be comparatively small, I feel that my average of profit will be satisfactory to me, and that the consumer will receive a just purchase.
>
> Naturally the percentage of profit must be larger than some years ago, considering the greater cost of doing business, and I feel convinced that the employer and employees should receive a just compensation for their services in proportion to the cost of living.
>
> This means, as I have stated before, that a larger percentage of profit is necessary, but not so great a profit as would show, by replacing a retail price based upon to-day's market.
>
> Yours very truly,

The English model of soft roll brim with narrower band than has hitherto been in universal demand and with bow at back will gradually supersede what is generally called the American shape or flat brim model with bow on side. This style of hat will be more popular in the cities than the small towns, owing to the influence of officers, who have adopted the English mode of dress.

It should be remembered that a roll brim hat does not look as well on a man inclined to be stout or of full face as the regular flat brim styles.

A shipment of soft felt hats has been made by Mayhew and Co., Niagara Falls, to a retail firm in New Zealand. This is the first shipment of the kind that has come to our notice; but it is a significant sign, and it shows that Canadian manufacturers are able to compete with those of the Old Country.

Argue and McLean, Winnipeg, are again making extensive alterations to their store. Display windows are being installed on the Donald St. sill of the store. A men's shoe department has been added and is under the management of Mr. John Webster.

The store formerly occupied by Dwyer Bros. at 112 Princess St., Kingston, will now be known as "The Club" and will stock a full range of men's and boys' furnishings of standard lines.

ORGANIZING THE B.C. MERCHANTS

Continued from page 49

Harris, S. Pritchard, E. L. Brisbin, P. J. Burch, R. M. Millar, S. Scott, J. T. Cahill, G. E. Trorey, T. J. Corley, provincial secretary; G. S. Hougham, provincial organizer, all of whom were from the City of Vancouver; T. Willcox, of Kamloops; J. H. Ashwell, Chilliwack; J. F. Edge-Partington, A. C. McFire, Port Alberni; Harvey Murphy, Nanaimo; W. R. Gillbert, Chilliwack; R. A. Thorpe, Duncan; W. F. Ing, New Westminster; C. Muirhead, Chilliwack; K. Evans, South Vancouver; G. H. Jacobson, New Westminster; J. Mercer, New Westminster; B. S. Ross, New Westminster; J. C. Dakin, Nanaimo; A. P. McDonald, New Westminster; D. M. Welsh, New Westminster.

One of the most prominent guests to the Convention was John Impey, of Vancouver. Mr. Impey was the first organizer employed by the Dominion office of the Retail Merchants' Association. He is eighty-nine years old, and his knowledge of Association matters going back a few decades was of great help.

SUITS & OVERCOATS

RETAILERS MAKING USE OF FREE PUBLICITY

The High Cost of Living Commission Gives Advertising Men Some Good Talking Points.

MANY retailers have shown just how wide awake they are by taking advantage of the publicity that "That man O'Connor" has been giving the clothing trade in general by throwing out invitations to the careful buyer to inspect their offerings and challenging the commission to prove that they are not delivering value for every dollar received. And other retailers who know that they have marketed and are marketing value clothes and accessories, could not do better than put a little of this sauce on their advertising menu. It is an advertising tid-bit that should not be overlooked.

It is the general opinion that everything can be sold that is delivered, and this at higher prices than ever. Fall deliveries are still a source of worry to manufacturers, wholesalers and retailers in common, each one fairly pestering the other for delivery. One prominent manufacturer expressed the opinion that sixty-five per cent. orders would be a good average, the city merchants being closer to sources of supply faring better than those in the further country districts. Strikes and labor unrest have created a very grave situation in the clothing industry and matters are by no means settled to the satisfaction of either the employer or employee. Every factory has its own particular form of trouble; if it's an open shop, agitators are busy trying to make it a closed or union shop, thereby throwing out of work numbers of reliable and thoroughly competent garment makers and seriously handicapping the output by placing an inferior hand in their place at the same or higher wages. If the factory is a union shop, then it is altogether likely that the demand will be for shorter hours and an increase in wages and no piece work. When these demands are met, up comes the new demand to recognize the international association, ad infinitum; truly the clothing manufacturer is in no "bed of roses."

A regular suit for a regular feller. A snappy Norfolk for the little fellows still a favorite style.

On the other hand the retailer cannot be blamed for showing impatience, as upon the delivery of goods rests his ability to make a living; as it is, sales of clothing have reached a high figure, and the trade knows by the indications already registered that they are in for a big season. Most of the returned men will be on the market for a new overcoat, and a majority of the regular civilian customers will be likely prospects for heavy coats as they held off as long as possible, thinking that prices would drop before this Winter; now they see that clothes in common with everything else will be dearer and they will be forced to delve a little deeper into their pockets than would have been the case last year, but "what's got to be has got to be." Dig it is, and if we believe all we read (and heaven help us if we do) about squirrels and "sech" like laying up stores of nuts (not sugar), then we may expect a cold Winter; certainly we are not looking forward to a coal scare like last year. Talking about coal, have you got yours? Silly question, isn't it?

Clothing manufacturers are loath to commit themselves on selling prices for Spring lines. The usual answer is, "Will not know till these strikes and other things get settled." And you can bet your bottom dollar that there will be no set prices fixed till full allowance for contingencies can be made. In the States rumors are persistent that a number of manufacturers will only dispose of Spring merchandise on the allotment system, and that no travellers will be sent out.

There was such a steady demand for Summer clothing all last season that it is only reasonable to expect that this end of the business is in for a justly deserved increase. Some of the national advertisers have been instrumental in boosting sales in this direction, and wholesale and manufacturing firms in this country have not been backward in showing the dealer what a real money-making proposition the better grade Summer trade is.

Clothiers are becoming increasingly interested in the boys' trade, and it is to be noticed that some of the oldest and most conservative of the merchants are now carrying one or two agencies for boys' clothes.

PLAIDS ARE PRINCE'S FAVORITES

These the Only Choice of His Royal Highness for Morning, Noon and Night.

By QUINN L. MARTIN

WELL, you who have "dolled yourselves up" in those striped suits, or those blue serges, or those plain grays, or those beautiful brown creations, with the idea in your minds that you're going to be entirely proper when you step out to see her next Sunday afternoon or night, take a tip from one who knows, and give, sell, lend or burn them. You're all wrong if you've anything just mentioned in the matter of clothing for the Fall or Winter.

What you should have, and what you really must have, if you are going to be, in a sartorial way, anything like this dapper little fellow who just came from England—the Prince of Wales—you must have plaid suits. Plaid suits for morning, plaid for afternoon, and, if you're not much on wearing the regulation evening clothes, plaid for evening, are going to be exactly the thing, because I have it on the very best of authority—in fact, authority I shouldn't think of making public—that His Royal Highness is dead set on wearing plaids until the cows come home.

Now, there's your tip. Don't let those tailors with big stocks of "plains" and "stripes" talk you into anything else. Plaids are the Prince's choice, and from what I have been able to observe he knows what's what in what to wear, and as soon as I get back to New York it's not going to take me long to get to my tailor's place and order a plaid suit.

Don't think because I emphasize this so strongly that His Royal Highness is a crank on the matter of clothing of unusual pattern. Far from that. The Prince, after whom, no doubt, many leading New York tailors—and tailors throughout the country for that matter—will take their tips on materials to be used for the coming seasons, is a most conservatively attired fellow. When he steps out for a short walk, leaving his dignified naval uniform behind, he is so inconspicuously dressed that you wonder if he does not go too much to the extreme of conservativeness. By that is simply meant that his clothing is not made in any unusual lines. But once you catch sight of the large plaid pattern, you realize that, just as it has been pointed out to me, he has a natural propensity for that sort of material.

Plaids That Are Not "Loud"

Just after the war was over, I am told, the Prince ordered his tailor to make for him several suits for travel. He expressed the desire to have as many plaids as possible, not "loud," as we say in the United States, but of such colors as would permit of the pattern he likes.

There is just a word about the construction of the Fall and Winter suits, too, that might be of interest. Your suits should not be of the Broadway chorus man type. None of this corset tight effect. Above all, have none of the so-called "Pinch-back" models. Let the coat be roomy. Let it be of gray or brown or blue tweed, and don't attempt to make yourself "different" from everybody else by telling your tailor to put a flare over the hips and points on your lapels. That's out! Everybody would just as well realize it now as later when the Prince goes to New York and shows you for yourselves what he's wearing.

The trousers for this Fall and Winter must not be tight. Get away from the idea of wearing trousers in which you're afraid to sit down. Have them very wide at the belt, wider still at the knee, comparatively, and at the bottom, something of the old bell flare, or sailor bottoms, although, of course, much narrower.

The Prince wears a gray fedora hat now whenever he happens to slip out without uniform. It is a dull, dark gray, with a darker gray band, and the brim has a slight curl, and is perhaps three inches wide. It is as far from freakishness as it possibly could be, and it is a most serviceable affair. I notice all the English correspondents—there are five of them on this tour with the Prince—have taken the young man's lead and wear the narrow brimmed fedora. Their clothing, too, resembles his in the matter of construction, although not in design of cloth.

One of the reports that came to us with regard to dress when the war was over was that the men who had been in the service were going to disregard the comfort they had experienced in wearing the army and navy shoes of broad toes and would go back to their narrow-toed footgear of before-the-war days. Not so, if you are going to pay any attention to the Prince of Wales. This young man, who probably will set the pace for men's styles while he is here, particularly after he enters the United States, wears very blunt-toed shoes, without tip, in which the toes are not cramped, and which, while they do not look particularly neat, have all the appearance of being most comfortable.

Hose of Black Silk

The Prince wears black silk hose, with occasionally a pair bearing a "clock," or whatever they call those white stripes up the side. He wears our own popular style of Summer underwear the year round, and—bear this in mind—it is never silk!

You will like the sort of collars he wears. Unless it is positively necessary that he wears the regulation bat wing, he wears a white, light weight, round-cornered collar that is very low all the way round and gradually growing lower toward the front. In this he wears a gray tie of knit material or of silk, tied neatly in four-in-hand fashion and there are no tie pins.

The Prince of Wales might be expected to wear cuff links of some extraordinarily brilliant hue or design, but he doesn't. They are plain gold links of oval shape and square. There are no initials nor markings on them.

His stick is longer than the walking piece carried by most persons. It reaches, when resting point on the ground, almost to his belt line. It is of dark wood, I know not what variety; has a glazed finish, crook handle, with an inch wide sterling silver band six inches below the handle. A walking stick in the hands of the Prince appears to be a real necessity. He has a way of walking as if his shoes were very heavy and with each step forward he throws his shoulders in the direction of his step, and so with his stick he helps himself along, placing it firmly on the ground and rather propelling himself with it.

The barbers are going to have every reason for objecting to this next bit of information. His Royal Highness doesn't have his hair cut often. And it doesn't look bad, either. He wears his taffy colored, straightly combed hair "long" all over and brushes it tightly back around the edges as well as on top. There is a part on the left side. When he removes his cap, which fits snugly, you see the lines left by the leather band around his head and tufts of hair stick up above his ears.

So, all in all, you will see that the Prince of Wales doesn't try to make himself conspicuous in the dress line. He presents the appearance of a well-to-do school boy, neat, clean and with a ruddy complexion and clear eyes that go to prove the cleanliness of his habits and his mind.

THE FALLACY OF LEAVING IT UP TO PROSPECTS

A Selling Talk—By William Darwin Fellows.

In "Men's Wear."

We went into a clothing parlor one day last week and stood around waiting for a certain salesman. He was busy with a prospect, so we waited some more. The salesman was endeavoring to sell a man a suit of clothes. We noted that at the end of almost every claim he said to Mr. Man, "Don't you think that is so?"

The thought hit us that the salesman was doing wrong by putting up a question for his prospect to answer any way he saw fit, or any way it happened to strike him.

Sometimes the man didn't reply at all; he thought, though. You could see that. Other times he made his reply, which was to the discomfiture of the salesman.

When prospect made his reply in the negative, the salesman had an argument on his hands, of course. It will require proof to convince us that a prospect likes argument; that is, argument against him.

One of the suits had these newfangled skirt things on the coat. The salesman asked the prospect if he didn't consider it the proper quill. The man didn't fancy it, you could see, and so he voiced his protest. And so the salesman had to argue it right and left; he didn't convince his man, at that. "A man convinced against his will is of the same opinion still," was one of the things that James Russell Lowell got rid of. Salesman could lamp easily enough that his prospect wasn't struck on that style of coat. Salesman was experienced enough to see that much clearly. He should have lain the coat aside then. At any rate he ought not to have put up a pointed question to the man the way he did.

It is one of the laws of salesmanship that the more things we show which do not suit prospect, the stronger will be his attitude against the store for all things shown.

We salesmen have to show different styles of course. I understand that. We cannot tell beforehand if a man is going to like the style or not, therefore must we show different styles. On the other hand, most of us can see, without half trying, whether prospect is going to be pleased or not. He will show it by his eyes, his way, every movement in him.

This is, I believe, what the salesman should have glimmed at once, and then, when he saw prospect didn't crave that sort of style, he could have set it aside with a remark that he didn't think much of it himself. The man would have been more with him then. Their tastes would have appeared to run in much the same direction. The man would have put more confidence in salesman.

Salesman didn't do it that way, no. The man launched a red-hot tirade against that style. Salesman had asked him point blank if he couldn't see the suit. "No," he could not see it. The salesman then thought it his duty to convince the man that the suit was IT. He didn't succeed and the man lost that much confidence in further showing of suits.

Frankly, I was glad when prospect said he thought he wouldn't decide today, and wended his way out of the door. All the time, just the same, I couldn't help thinking things. We had a confab over it. Finally he said he wouldn't try his pointed questions on a prospect some more. A few days thereafter we met him again and he said he had had more success in getting rid of his suits when he didn't put up his pointed questions to his prospects.

Prospect doesn't enter the store to tell the salesman things. If salesman puts a question to him, prospect can reply in any way he sees fit. If he thinks more of his cash than of the new clothes, he will be likely to reply negatively and then we shall have a confab on our hands.

I know one clothing salesman who asks his prospect these kind of pointed questions. He sells lots of clothing, yes. He can argue black into white, almost. That's why he sells lots of clothing. When customer gets his new suit home, he comes to. Often he doesn't like his buy. He swears that when he needs next suit he will visit some other store. Many times, he does it, too.

There was a man in those parts who didn't fancy these cuffs on pants. He made it known to the salesman. He got argued with then, just the same. He bought that kind. Then after a bit his old taste commenced to assert itself, and he didn't think very well of the salesman nor the trousers. He didn't go back to that store, next time, either. In time the salesman will have made the rounds of customers and will be hunting for another job, maybe.

The big thing in any sale, as I see it, is to see that prospect is pleased first. I wouldn't think of trying to argue him into being pleased. I wouldn't, provided I had anything else likely to please prospect. If we do it that way, customer will have his own pleasure about it and on top of it will have our word, too. He cannot blame us so much, then, if the suit doesn't happen to please him when he wears it.

Nobody likes to blame himself, anyhow. If customer cannot blame us (which he can't if we work on him this way) he will have nobody to blame it onto. Then will he be more apt to visit our store again.

I know one clothing store salesman who lets on that he doubts if he can just please his prospect; then will he think of something all of a sudden and says, "We have something I think will just suit you; wait a second." At first, we see, the salesman gets his prospect's anticipation somewhat down in the tube; then fetches it up by a good contrast. Nine times in ten it pleases prospect. He can see more things to admire in the last suit. He will compromise with himself on a choice.

Questions always excite argument. They seem to invite it. When prospect has a pointed question thrust at him, he feels he ought to decide against it, of course. It's all right, too, in some ways. But you and I are here to sell clothing and we ought to be so full of its goodness we cannot see any chance of a question against it. Such a thing as a pointed question ought not to enter our bean.

Taste is a thing we none of us can ever fathom. Different people will have different tastes so long as the world lasts, likely. It has always been so. When we put a question to prospect on taste, we sort of assume our clothing admits of a matter of mere taste.

Talk positives every time—never questions. When prospect voices a question himself is time enough to get into the argument harness. And I wouldn't bear down too hard, even then. Everybody, of course, sets himself against the other side's argument. And more especially so if the other side starts it.

Once in the long ago, we heard a street medicine seller get off a good one, which explains this theory somewhat. When he'd hand out a bottle of his dope for a dollar, he would say so the rest of crowd could hear, "Now, Mister, don't stop taking this medicine after a few days just because you feel so much better." It stilled all argument. And folks bought.

Another case of it happened in our town. A man there raised and sold fast horses. He was endeavoring to sell one of his fast ones to another man and pointed to the good features of the nag, saying, "Can't you see, Mister, why she can go some?" And the man right away thought of reasons against her being able to go some. The points of the nag were all right and in accordance with speed, but the man had a question put up to him which developed suspicion. He thought of other nags with as good points which had been run away from. He had an argument with himself, then. Which the same wouldn't have been the case had the horseman given him positives.

"How do you like that suit?" asks one salesman. And Mrs. Lady answers, "Not so very well." She has had her mind set on something else for her boy. She has been invited to talk against the suit the salesman just showed her. It is dreadfully easy for her to do it, too. If we talk positives she will not feel so glib to disagree with us.

I wouldn't take my every suit that way, no. If I saw she didn't just fancy one style of suit, I wouldn't so much fancy it, either. I believe she will be with me more, then. She will glim that I am fair about it. And, naturally, will she be with me stronger on other showings.

Confidence is the big thing that lands a sale. When prospect thinks we are of his opinion more, he will feel a bit flattered. It will be harder work, then, for him to disagree with us. Let us once put up a pointed question, which he can answer in the negative, he will be quick to do it, if he feels that way about it.

We are in the store to agree with prospects so far as we can, yes. Prospect will feel better toward us for it. He will recognize there are two of us of like bent. He will be more likely to take our word for it.

What a prospect answers back is on his mind right. What he doesn't put into words is not on his mind so vividly, for he feels he ought to champion his own thoughts after he has expressed them. They take form then. They are real then. They have been wrought into the whole picture then. Therefore are they solids to him that will require argument to efface.

Whenever we put a pointed question to prospect and he does not agree with us, we shall be planting in his dome thoughts that are solids and are real to him. He cannot help considering them. They have become a part of him. Taken root, sort of. We shall be up against the real thing, then, to divest him of them.

I know one clothing store salesman who tries to see ahead his prospect's objections; he endeavors to forestall them before prospect gets them into words. Then, he claims, it is not nearly as difficult to wean the thought out of prospect. One time I was in his store and he had a prospect who started in to find fault with the braid on pockets. He didn't allow the man to get very far. Before prospect had his criticism well out of him, salesman began to tell him how much better the pockets would wear and look for the braid; told him of a man there who had bought a suit without the braided pockets and was now sorry for it. The man, who had not yet actually gotten his criticism into words, backed up.

Supposing that salesman had gone on and asked the man how he liked those braided pockets. The man would have sat down on them hard, at once. Then, after having expressed himself in words against the style, it would have required hard argument from salesman to convince him.

Salesman, as said, didn't do it that way. And his prospect, not having gotten rid of his bias in so many words, was ready to listen better. In other words, he got converted to the braided pockets before he was against them, outright. He had nothing to retract. He had not uttered a word he thought he must champion.

Our prospect is not the man to answer questions. He is there to buy. We are there to answer his questions and sell him. It's our job. The second we commence to put prospect into salesman's brogans, good night. We are supposed to know our line and believe in it. And so, believing in it ourselves, why should we ever put up a pointed question to our prospect? He might answer us wrongly; then will we have a full size argument to deal with.

Another thing against this practice of asking pointed questions is, customer must commit himself when he replies. It makes him uneasy. Many's the time he will answer in the negative, because he doesn't care to commit himself, otherwise. He will do it for safety first reasons. And it gives him a basis to start on against us. He will sometimes cudgel his brains to think up reasons against us. It will make our sledding that much harder, of course.

A question presupposes there may be a variance of opinion. Prospect may not know it, but will feel it, just the same.

Simmons once said: "Give me a positive character, with positive faith, positive opinions, positive actions (though frequently in error), rather than a negative character, with doubting faith, wavering opinions, undecided actions, faintness of heart. Something is better than nothing."

Whatlet said it. "Positive views of truth and duty are those that impress me and lead to action. Negation always deals mostly in cavil and denial."

When you and I buy a thing we always want to know that the salesman is in dead earnest and believes in it thoroughly. We don't want to see him divided in his view. True, it doesn't make him any the less so when he puts his pointed question up to us. But the very act may plant doubt in us, just the same. Will prompt us to think of things we would have thought of otherwise. For every question demands an answer; and we are all of us most too prone to offer a negative answer.

Critical? I guess customers are. Too critical many times. They will take advantage of about everything we put to them in form of a question and make the most of it. Safety first is what they are thinking of.

Customer will readily enough, goodness knows, air his questions. Were I a clothing store salesman, I would try my best to answer him before he has given expression in words to his thoughts or objections.

MEN'S AND WOMEN'S DRESS

(Continued from page 57)

the other day when he declared, apropos the scanty dress on the streets and elsewhere of the modern woman, that 'at this time we have painful evidence on the streets and in public places that respectable and well-meaning women and girls are not unduly conscious of the conditions and feelings which prompted Eve to hide herself in the Garden of Eden. It is a shocking thing to know that fathers and mothers are thoughtlessly permitting innocent young girls to go out from their homes costumed in a way calculated to invite the gaze of every blackguard that haunts the streets!'

"There! What do you think of that? And from a man who once was in Parliament—and a good M. P. he was at that—and who, as every parliamentarian knows, knows a thing or two! No bow-legs or knobs about that, but a plain honest-to-goodness statement telling the women, as they ought to be told, that even bow-legged Man doesn't want to see the same thing in woman and prefers her in all her beguiling and alluring rainbow garments rather than in diaphanous and scanty attire! Isn't this criticism of itself proof conclusive of our superiority; proof that when we criticize we really criticize and not only abuse; proof that we are the superior creatures—well, because we are!

"Let Mrs. Harrison beware! Even bow-legged Man, like the lowly worm, may turn!"

Finding What You Want

If you don't find what you want
in the advertising pages, write

INQUIRIES DEPARTMENT
MEN'S WEAR REVIEW
143-153 University Ave.,
Toronto

"WHERE-TO-BUY"
DIRECTORY

THE DAVIS NOVELTY CO., REGD.

A large assortment of Billfolds and Purses in stock.
Also Men's Leather Belts, Boy Scout Belts, School Bags for boys and girls, Photo and Certificate Cases, Cigarette Cases, etc.

MAPPIN BUILDING, MONTREAL
Telephone Uptown 398.

HATS
Cash for old stock.
For Stiff Hats, black or colored.
DUBRULE MFG. CO., Ltd.
164 McGILL ST., MONTREAL

MANUFACTURERS!
DO YOU WANT BRITISH TRADE ?
Britisher—Manufacturers' Agent returning to England shortly. Canadian Experience and influential connections in British Isles. Will place your Goods on British Markets.
Established 40 years
S. L. Fowler, 1107 Davenport Road, Toronto

A NEW NOVELTY?
PUT A CUT OF
IT HERE

KEEP YOUR NAME AND
TRADE-MARK IN ONE OF
THESE SPACES

TWO-FIFTY A MONTH
BUYS ONE OF THESE
SPACES

Is the Alien a Menace?

IN the October issue of MACLEAN'S MAGAZINE a strong presentation is made of the reason why the people of the West are against further foreign immigration.

"The Menace of the Alien" depicts the foreign problem in the Canadian West as it exists to-day, and shows every one of us why we must Canadianize our Ruthenians, Austrians, Slovaks, and our fifty-seven other varieties before we allow any further "unrestricted" immigration.

This article is written by a member of MACLEAN'S MAGAZINE staff who has just returned from a careful, personal investigation of the situation. Shall we have a "White West?" Many Westerners are demanding it. Are the aliens to swing labor into the bosom of the O.B.U.? It is being done—and what must we do to stop it?

The "inside" story of the routing of the Drumheller miner aliens by returned Canadian war veterans is here told by MACLEAN'S for the first time. What leadership must be substituted for the O.B.U. leadership of these foreigners?

The October issue of MACLEAN'S is a Western number in the sense that it contains many articles and stories of distinctly Western interest. For instance:

X "Those Pesky Farmers Out West"

By Hopkins Moorhouse, Author of "Deep Furrows"

They have completely upset the old order of things. No longer will politics consist of the comfortable fight between the Ins and Outs with the old party lines maintained. The grain growers on the Prairies have upset the calculations of the professional politicians and completely changed the face of Dominion politics.

X "Fifty Years in the West"

By Professor W. T. Allison

A breezy and readable sketch of the business career of Winnipeg's veteran business man, James H. Ashdown.

"Further Discoveries of New Land"

By Vilhjalmur Stefansson

The final and most interesting instalment of Mr. Stefansson's story of his wonderful trip of five years' duration in the Canadian north in which he tells for the first time of finding new continents in the Arctic and hoisting there the Canadian flag.

X "The Banshee Bell"

By Edith G. Bayne

A bright love story laid in the mountains of British Columbia.

Other Splendid Features of October MacLean's

X "The Turmoil at Ottawa"

By J. K. Munro

A comprehensive survey of Dominion politics, written with complete impartiality and absolute candor. It is bright and breezy, with a knock in every line for the political opportunists. It plucks many tail feathers from our party leaders.

"Spanish Doubloons"

By Camilla Kenyon

The start of a bright and fascinating serial story by a brilliant young writer. It is the Spanish Main brought up-to-date, treasure hunting with a background of fun and romance.

"The Airy Prince"

By Arthur Beverley Baxter

A complete novelette in which is presented a bird's-eye view of England in time of war. It is one of the most brilliant stories that has been written of recent years.

"His Majesty's Well-Beloved"

By Baroness Orczy

The latest novel by this popular authoress appearing exclusively in MACLEAN'S.

"Ebb and Flow"

By C. W. Stephens

A strong business story laid in the province of Quebec.

Over 70,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

OCTOBER ISSUE *Now On Sale At All News Dealers* *20c*

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

FASHION-CRAFT Clothes

Models for Spring 1920 Now Ready

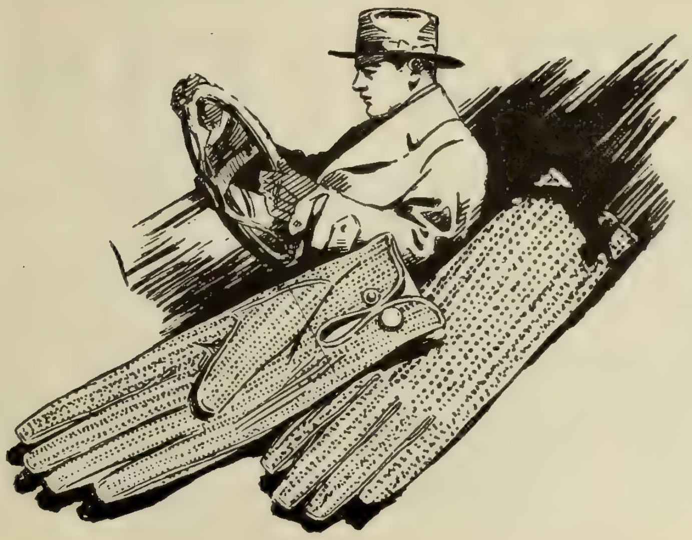
TRAVELLERS WILL BE A LITTLE LATER THAN USUAL IN CALLING UPON THE RETAILERS THIS FALL—BUT—THE WAITING WILL BE WORTH WHILE. FASHION-CRAFT RANGE OF WOOLENS FOR SPRING IS THE LARGEST AND FINEST THAT HAS BEEN SHOWN IN YEARS. IF INTERESTED, WRITE PROMOTION DEPARTMENT.

FASHION-CRAFT MANUFACTURERS Limited
MONTREAL

ARGONNE
The ARROW
form-fit
COLLAR

WITH CURVE-CUT TOP AND BAND-AN EXCLUSIVE FORM-FITTING FEATURE

Cluett, Peabody & Co. of Canada, Limited, Montreal



Sort Up NOW!

WILL your stocks of Avon-Knit lines be sufficient to carry you through this Fall and Winter season

?

When actual selling starts, many stores will find that their supplies are quite inadequate to meet the big demand that is sure to come.

And merchandise will be scarce—very scarce; and we desire to advise Avon-Knit customers against delay in sending in sorting orders.

Give us a chance to give you service. Let us know about your requirements by mail at once, so that we can make provision to serve you.

Mitts Gloves Toques
Children's Knitted Suits
Sweater Coats, Pullovers
Muffler Sets Hosiery, Etc.

AVON HOSIERY, LIMITED

STRATFORD, CANADA

SELLING AGENTS:
RICHARD L. BAKER & COMPANY
84 Wellington St. West, Toronto

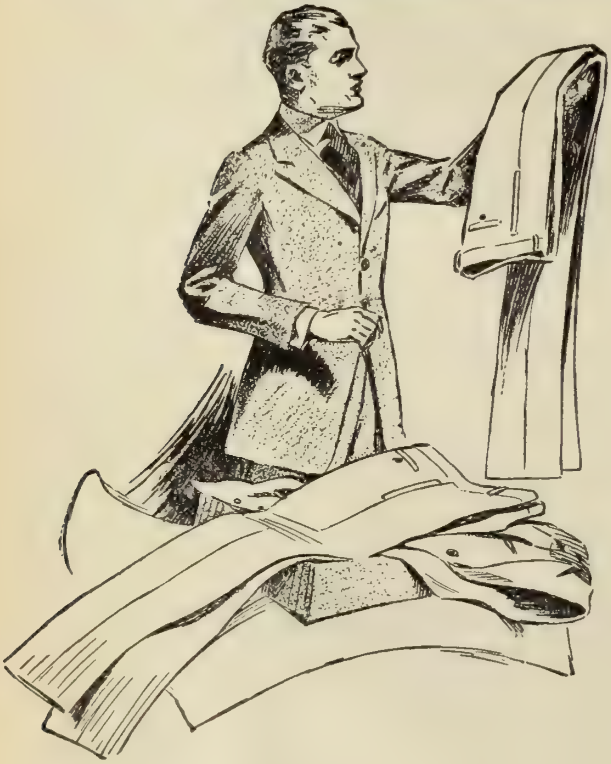
CARHARTTS

Overalls - Allovers - Gloves

YOU will do well to place your order now for spring delivery and thereby protect yourself and your customers against the price penalties imposed by a steadily rising market.

EIGHT HOUR WORK DAY
CARHARTT'S
GLOVES OVERALLS TROUSERS

The Hamilton Carhartt Cotton Mills, *Ltd.*
Toronto Montreal Winnipeg Vancouver



"WEAR WELL" Men's Pants

Output

2000 PAIRS PER WEEK

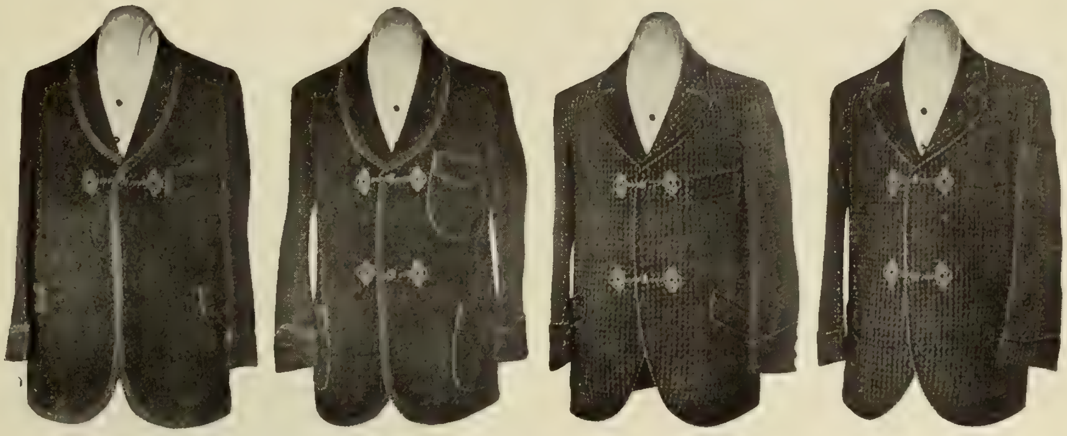
With such an output we have always a large stock on hand from which to fill our customers' orders, at the same time assuring prompt deliveries.

Every garment is cut and tailored in a way that guarantees the wearer entire satisfaction. We will send you samples on request from which you can make an extensive selection.

We suggest that it would be to your advantage to see our values before you lay in a stock of pants for Winter or Spring selling.

Our prices range from $2.25 to $8.50 a pair. Riding breeches a specialty.

Levine Mfg. Co., 162 John St., Toronto



Catering to the Smoker

SOME men are smokers, and most smokers like to have a comfortable lounging coat for the evenings, in which they can take their ease and at the same time feel "well dressed" if there is company to dinner.

Dealers have found smoking jackets, therefore, a good selling line, especially as the Christmas season draws near.

C.B.G.

TRADE MARK

Smoking Jackets

are built for solid comfort and yet have the nattiness and well-tailored finish that characterize all our lines.

We have them in a number of styles and materials at a corresponding range of prices.

Here is a profitable line for you to stock in preparation for the holiday trade.

Caulfeild, Burns & Gibson, Limited

60-62 FRONT STREET WEST -:- -:- TORONTO

AHEAD OF ALL
MCo
Miller
TORONTO

High Quality

and the price as low as such quality will permit

Your customers demand dependability in their clothes as well as style. Low prices will not influence them to sacrifice either.

Your customers do not ask for a particular brand of clothes, but they do demand quality. They leave it to your good judgment to give them one hundred cents worth for the dollar.

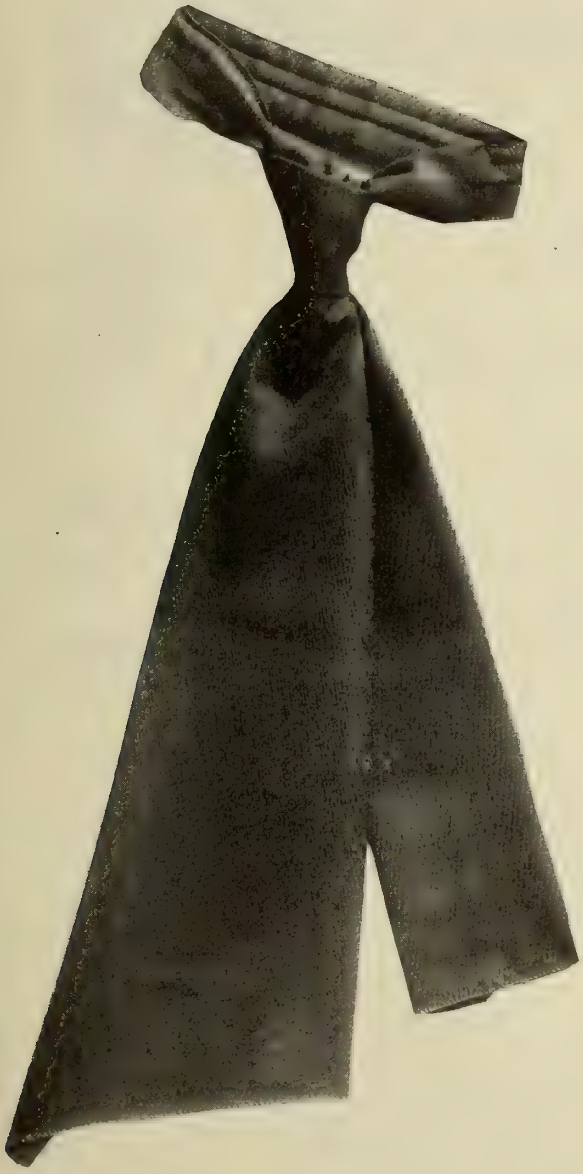
The absolute correctness of style and the excellence of workmanship in Miller Brand Clothes warrant your suggesting them on every occasion where quality clothes are wanted.

Our travellers are now visiting the trade. Look over the extensive range of samples which they will show you and form your own opinion as to whether carrying Miller Made Clothes will increase your business.

MILLER MFG. CO.
LIMITED
Makers of the
Famous Miller Breeches
44 YORK ST. TORONTO

MILNE'S
NECKWEAR NEWS

Big Values OCTOBER, 1919 *Right Prices*



Distinctive Neckwear
for
Discriminating Customers

Your customers want extensive assortments from which to choose their ties.

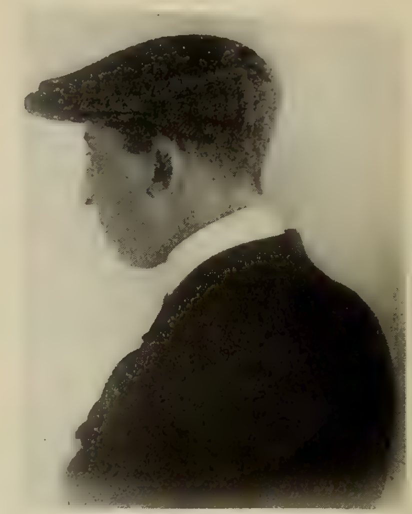
The assortment which we are offering for Fall and Winter selling has a tie to satisfy every customer, no matter how discriminating.

ORDER NOW

WILLIAM MILNE
The Newest in Neckwear
50 York Street Toronto

THE BOSTON CAP COMPANY

Always have some New Idea



OUR BIGGEST SUCCESS for Fall with heavy orders coming in for Spring, is this our new idea *close fit back and full front cap* as here illustrated. This new shape is very gentlemanly, neat and youthful in appearance, doing away with clumsiness on the head. Suitable for all ages.

A sample order will prove to you the excellence of this our new idea.

Also have a big variety of *new tweeds for Spring*, now being shown by our travellers.

THE BOSTON CAP CO.

PHONE EAST 6040

S. RESIN, Manager

338 ST. URBAIN ST., MONTREAL

The Seal of Satisfaction

TAILOR CRAFT
TRADE MARK

Merchants who must supply the demands of discriminating buyers should not fail to see the new range of

Tailor Craft

fashioned in attractive and appealing fabrics that will insure quick sales.

Boy's Suits

They're at it again—school days and boyish pranks. See you have a good range of Boy's Suits—we can supply you.

Write to-day.

Dominion Clothing Co.

157 St. Paul St. West Montreal

The Kay Cutting Company

Manufacturers of

NARROW FABRICS

WAIST BAND CANVAS

and

Bias or Straight Cut Bindings of every description

SKIRT BELTINGS

Goods cut or manufactured by us add a distinctive finish to a garment.

CUTTING

Have the mills ship your goods to us. We will cut them Straight or Bias, folded or plain edge, and forward them on to you.

THE KAY CUTTING COMPANY
734-36-38 St. Paul St. W., Montreal

Stocks carried at TORONTO and WINNIPEG

TRUE-FIT
BRAND
WATERPROOF COATS

live up to their name. They're stylishly modelled waterproofs with an air of distinction and a guarantee of dependability.

You can rely on True-Fit Waterproofs to keep you "Snug" and dry in the heaviest downpour.

They're made the best—that's why they stand the test.

See our sample before you order.

TRUE-FIT
BRAND
WATERPROOF.
TRADE MARK REGISTERED.
TRUE
SW
FIT
SW&Co
GUARANTEED TO STAND ALL CLIMATES

We are sole agents for Canada for the AQUATITE BRAND Gentlemen's Yarnproof Coats

Our representatives will be
in their territory after
October 15th

Samuel Wener and Co.
Limited

SOMMER BLDG. MONTREAL

For
BOYS
and
GIRLS

2 to 7
Years

"Just Like Daddy's!"

HAUGH BRAND KIDDIES' GARMENTS

Every small boy and girl in your town will be a prospective customer if you display these attractive garments that slip on so easily, and in which the small youngster can have just a rollicking good time indoors and out without trying to "save" his or her clothes.

The children's trade of to-day is your trade of to-morrow. Haugh Brand garments are sure to gain their pleasure.

Parents also appreciate the sturdiness, health-giving comfort, and economical utility of this, the ORIGINAL made-in-Canada garment for children.

THE J. A. HAUGH MFG. CO., LIMITED
TORONTO

Manufacturers of
The Famous "Arm and Hammer Brand" Shirts, Overalls and Trousers

---

THE J. B. GOODHUE CO. LTD.
ROCK ISLAND, QUE.
MANUFACTURERS OF
STAR BRAND
OVERALLS, SHIRTS, PANTS &c.

FINAL EVIDENCE *of the* TRADE:

GOOD MATERIALS
THOROUGH WORKMANSHIP
FAVORABLE PRICES

Make Goodhue's "Star Brand" Overalls the best value on the market today. : : :

Guaranteed to
Give
Satisfaction

Send for prices and samples

THE J. B. GOODHUE CO., LTD., Rock Island, Que.

OTTAWA
16 O'Connor Street

MONTREAL
211 Drummond Bldg.

The "Leatherette" Coat

Is absolutely waterproof, used as a rain coat, auto coat and for general out-door wear. When soiled wash with water. It does not crack, soften, rot, get sticky or harden under the severest service conditions.

Our coats are uniform in shade—all parts match exactly.

Leatherette looks like leather—but is superior to leather in every other respect. Our Leatherette is odorless

"Leatherette coats" are made of LEATHER'S SUCCESSOR—not of a LEATHER SUBSTITUTE.

They sell readily because they give service plus authentic style.

Made in many models, each one full of grace and distinction.

Prices are right and the demand is large. None genuine without our label.

Models for
MEN, WOMEN and
CHILDREN

Long Coats, bellows or slash pocket, set-in sleeve or Raglan shoulder—tan, black and battleship gray, $16.50. Many models for women.

AVIATOR LENGTH
COATS $13.50.

Reversible—two coats in one —can be worn either on cloth or leather side, $27.50.

COATS FOR CHILDREN
$11.50

Immediate Delivery
Terms—Net 30 days

SIFF BROTHERS CO.

71 FIFTH AVE. NEW YORK

Style-Craft
TAILORED CLOTHES

Men will be confronted with higher prices than ever. They will look twice before buying; look to find the best at a reasonable price. Your problem is to secure the clothes that will meet the exacting demands of next Spring's business.

E. G. HACHBORN & CO.
Toronto

CLASSIC CLOTHES

"Style Clothes"

CHARACTER & INDIVIDUALITY

Our
SPRING LINES

FOR 1920 PRESENT AN EXCEPTIONAL ARRAY OF CLOTHES OF DISTINCTION FOR MEN AND YOUNG MEN.

THE FLAWLESS FIT, REFINED APPEARANCE, EXCLUSIVE "SPRINGY" PATTERNS AND RICH TEXTURES IN THESE MODEL SUITS REFLECT A SUPERIOR DEGREE OF STYLE AND MASTER CRAFTSMANSHIP.

THERE'S A "DASH" AND A "CLASS" TO STYLE CLOTHES FOR THIS SPRING THAT BY FAR EXCELS OUR PAST OFFERINGS.

Wearbest Clothing
Manufacturing Company

Makers of Stylish Clothes
for Men and Younger Men

149 Notre Dame Street West
MONTREAL

Roberts Clothing Co.

"MADEWELL BRAND"

Wholesale Clothing Manufacturers
TORONTO
Trousers a Specialty

For some considerable time to come, whilst the price of good clothes is so extremely high, owing to abnormal conditions that cannot be avoided, there is likely to be a heavy demand for odd pants to match up that Spring suit, and should the storekeeper stock up with the "Made Well Brand" there is no need to turn away a customer. We are specializing in this direction and our prices are right. Write us for samples sent prepaid, or we will have one of our 12 representatives call on you. Let your customers go away satisfied with a "Made Well" pant; they will come again. Satisfied customers are the best medium of publicity. Popular priced pants that ensure a good profit always in stock.

The
Distinguishing
Characteristic
of
NEW
YORK
Styles

VIGOR

York Clothes have vim and vigor displayed in every line. That is just what your younger customers want, quality of course being taken as a foregone conclusion. You will be sure to appreciate the selling possibilities of these clothes when you examine the samples now being shown by our representatives.

York Clothing Company
35 Church Street, Toronto

IT PAYS TO PUSH

MONARCH-KNIT

HOSIERY, SWEATER COATS, JERSEYS, BATHING SUITS

Monarch-Knit goods always give your customers the greatest satisfaction for the money expended.

That's the secret of their success.

They have the style, the fit, the quality, the workmanship and the finish that your customers expect from the goods you recommend them to buy.

See the range for Spring now in the hands of our travellers.

We will appreciate your holding your order until you have seen the Monarch-Knit range, and hope that you will select Monarch-Knit as your specialty in knit goods for Spring.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.
Also manufacturers of the famous hand-knitting yarns — Monarch Floss, Monarch Down, Monarch Dove

The BROCK Hat

The new range covers a wide assortment of smart, attractive styles—shapes and shades that make a strong hit with young men who take a pride in their dress.

Your customers will appreciate the trim cut and snappy appearance of Brock Hats—it will pay you to please them.

Be on the lookout for our traveller

THE
WOLTHAUSEN HAT CORPORATION, LIMITED
Head Office and Factory, Brockville, Ont.

Salesrooms

Cosgrave Bldg., Toronto, Ont. Mappin & Webb Bldg., Montreal, Que.
311 Hastings Street W., Vancouver, B.C.

Ultra-Smartness

For Spring 1920

Clothing costs so much to-day that the man whose suit does not give him good service has a greater grievance than ever before.

College Brand Clothes are designed and built to give absolute satisfaction.

Owing to the unusual conditions of to-day, both as to labor and material we are a little later with our samples for Spring, 1920. But when we get started, we will be in a position to show you merchandise that we can guarantee as to price, delivery, service and exceptional value. Models fashioned, not "freaky," yet which will have the smartness of style that the most fastidious young man in your city or town will be looking for.

Clothes you can sell with an assurance of satisfaction at reasonable prices, **yet leave you, Mr. Merchant, a good legitimate margin of profit.**

It is more in your interest now than ever before in the history of the trade, to see **College Brand Clothes** before you place your orders for Spring.

A postal will bring our Salesman.

TRADE MARK REGISTERED

COLLEGE BRAND "Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

The College Brand Clothes Co., Ltd.

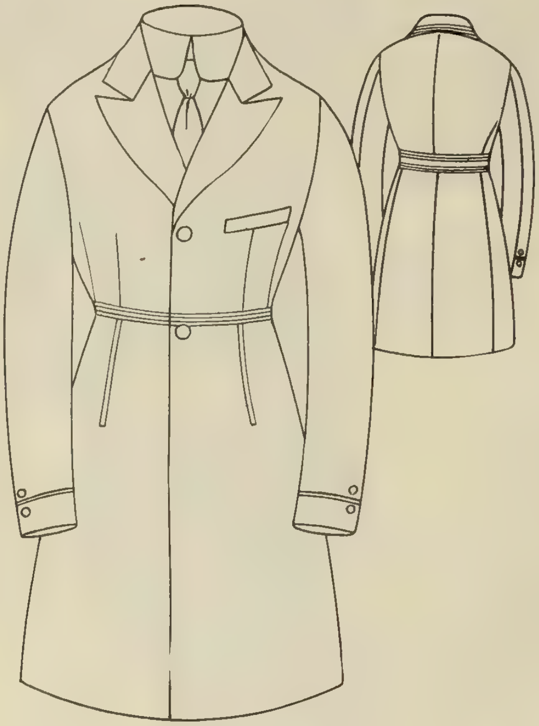
45 St. Alexander Street, Montreal

(Read Building)

The Dependable Line

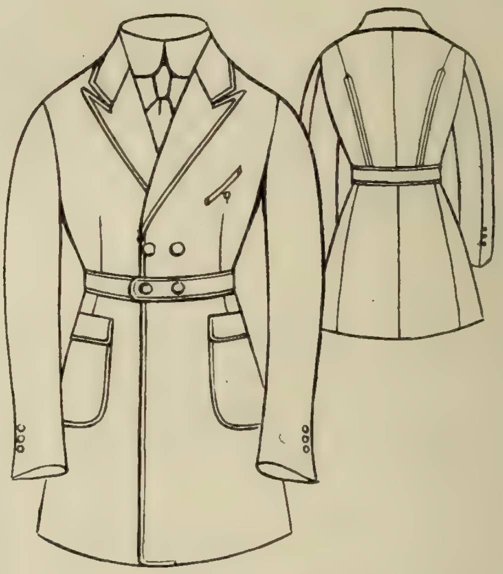
"We have kept the Faith"

—with our dealers and ourselves in producing for Spring, 1920, a line of clothing which has surpassed our previous efforts. You will readily agree with us on seeing our range of suits and overcoats.



"LONDON"

Our range of topcoats have a vigorous appeal that win friends wherever shown. See our new waistline, semi-belted model in splendid array of fabrics. It has all the new lines so desirable for Spring, 1920.



"PRESTON"

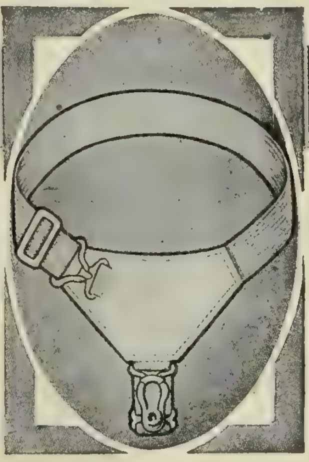
Not ultra, but a combination of smart tailoring and clear cut line hard to beat. For Spring, 1920.

Our representatives are now calling on the trade and we recommend a liberal selection. You can depend on them.

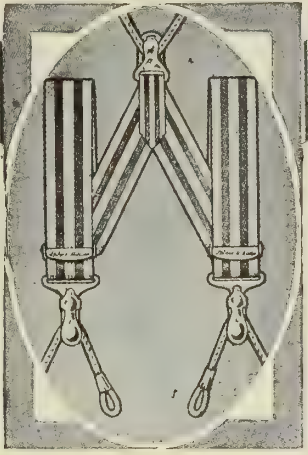
Kaplan, Samuelsohn & Co.

Montreal

Sphere Garters *Sphere* Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.



Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS. & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. **32, George Street, Manchester.**

The Deacon Shirt Company

announce that their lines of Men's and Boys' SHIRTS for the Spring of 1920 are now being shown by their traveling representatives. Our range includes many desirable numbers in Starched lines as well as Outing and Working Shirts.

The Deacon Shirt Co.
BELLEVILLE, ONTARIO

"Craftana"

Registered No 262.005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Probably

the number of retailers who give due weight to the permanence of standard in the clothes they sell, is far too small.

Yet, upon that feature depends the permanence of your trade.

Bengard

BG & Co

Clothes

TRADE MARK REG'D

Our lines for spring will shortly be presented to the trade.

Our travellers are now preparing to leave for their respective territories.

Bengard Clothes

B. GARDNER & COMPANY
Montreal

A New Firm with New Ideas

MILLER MEN'S WEAR LIMITED enter the field with all the advantages of the Miller Manufacturing Co.'s organization at their disposal.

Men's furnishings of *outstanding* character will be the stock in trade of the new company. In pursuance of this policy it is the new firm's intention to manufacture some of their most important lines, such as neckwear, shirts, etc., as past experience has proven that to be strictly jobbers of these important lines does not properly cover the field as far as the better furnishing trade is concerned.

It will be the policy of the company to at all times have as large a showing of merchandise for immediate shipment as present conditions allow, and regarding goods sold for later delivery, we shall always endeavour to be in a position to make these shipments promptly.

Our travellers are now out with a most comprehensive range of distinctive high-class furnishings—Lines that will prove exceptionally popular this Fall and Christmas. Their originality and latest style features warrant you examining our samples before you order.

A post card will bring our representative.

Write or phone to-day.

Miller Men's Wear Ltd.

48 York Street, Toronto

WHY?

EVERYBODYS
Absolutely Guaranteed
OVERALL

"The Line That Sells"

UNION MADE

Made Right--Built to Stand Hard Wear--Roomy Hips and Knees

You want goods that sell.	**We have the Line that sells.**
You want a profit.	**We charge fair prices.**
You want a satisfactory sale.	**We make garments that wear.**
You want service.	**We can give you service.**

MAIL ORDERS GIVEN SPECIAL ATTENTION

"Everybodys Overalls"
LONDON, CANADA

BRANCHES
Montreal, Que.
Cobalt, Ont.
Winnipeg, Man.
O'Leary, P.E.I.

ONTARIO REPRESENTATIVES
Mr. E. H. Armitage, East Ont.
Mr. Allan Carswell, North Ont.
Mr. Ben Croskery, New Ont.
Mr. Peter Cameron, South Ont.

Attract the "Best" Custom by featuring "CEETEE"

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

TURNBULL'S UNSHRINKABLE NATURAL WOOL

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

THIS TRADE MARK IS ON EVERY GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

C. E. Robinson & Co.

IMPORTERS AND COMMISSION MERCHANTS

Mappin & Webb Building
10 Victoria Street, Montreal
Tel. Uptown 8553

POPULAR BRAND TROUSERS
Made by the
Vineberg Pants Co.
Montreal, P.Q.
160 McGill St.
Montreal

Our salesmen are now out with complete lines for Immediate and Spring.

Up - to - date patterns. We can fill all requirements on shortest notice.

DON'T

Be Caught next season WITHOUT a generous stock of the nationally Advertised

King

RUST PROOF

SUMMER SUSPENDER

YOU CAN ORDER THEM NOW

for delivery next Spring, because we were fortunate in arranging far ahead for materials. Supplies are limited! Every season we have to disappoint many customers—

Place your order to-day with our Travellers or DIRECT BY MAIL and MAKE SURE

THE KING SUSPENDER and NECKWEAR CO.
TORONTO, CANADA

Style plus Price

—a combination hard to beat. Our new lines of popular-priced men's and young men's suits are just such a combination.

Smart, attractive models that from the selection of the fabrics to the last stitch utmost care is taken to insure complete satisfaction.

SCHOOL SUITS

Full range of Boys' School suits and knickers ready for immediate shipment. It's a grand line to have ready at all times.

EASTERN PANTS MANUFACTURING CO.
324 NOTRE DAME ST. WEST MONTREAL, QUE.
Makers of
MEN'S, YOUTHS' AND BOYS' PANTS AND BOYS' SUITS.

Model Form No. 2014
Note the Neat Fitting of Coat

If it's a

Display Fixture

We have it or can make it.

We make it a point to keep in touch with all the latest in

WAX FIGURES
BUST FORMS

and fixtures of every kind.

Our latest folder illustrates new features for up-to-date merchants.

DELFOSSE & CO.
247-249 Craig Street W.
Factory 1 to 19 Hermine St.
MONTREAL

Manufacturers—Attention !

Are you getting all the business you should from Western Canada? Manufacturers' agent with headquarters in Winnipeg, calling on the dry goods trade, would represent firms manufacturing suitable lines of children's wear and ladies' ready-to-wear. Apply Box W, Men's Wear Review, 143-153 University Ave., Toronto.

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

"There is a tide in the affairs of men which, taken at the flood, leads on to fortune."

WELL ESTABLISHED HOSIERY AGENT REQUIRES REPRESENTATIONS of manufacturers of WOOL, COTTON, LISLE, ARTIFICIAL SILK AND PURE SILK, HOSE, HALFHOSE, ¾ HOSE AND SOCKS. Fine and medium flat underwear; women's and men's gloves (not working gloves); women's sports coats and scarves; boys' jerseys. Communications invited from all enterprising mill owners who desire to do British trade direct with wholesale houses (jobbers). Absolutely in close touch with all buyers of above goods. Address "Hosiery," c/o Street's, 30, Cornhill, London, England.

Lion Brand Bloomers

A juvenile line that for satisfaction cannot be excelled. Made by operators who have made a study of the boys' clothing problem and know how to put the wear-resisting qualities where the wear comes hardest.

Sorting orders on Wash Goods for Boys will be promptly attended to.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories: Clinton Goderich Exeter Seaforth

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

Now is the Big Time for

DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

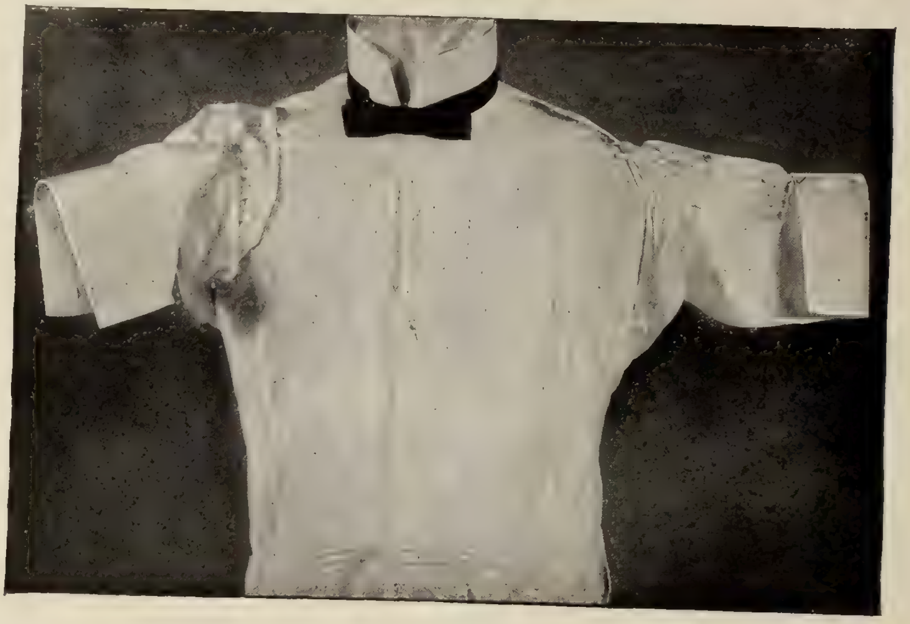
The cold rains of October and November make Raincoats necessities, both for health and comfort. Whatever you need to complete your assortment of styles and sizes can be had from our nearest service branch. Remember that "DOMINION RAYNSTERS" are absolutely waterproof and bear the "Raynster Label" as an assurance of style, fit and workmanship.

Write to our Nearest Branch for Price Lists

Dominion Rubber System

Branches located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria



The Devonshire—

A Dressy — Much Demanded

Tooke

Dress Shirt For Formal Wear

ALREADY forecasting its shadow is an unprecedented demand for this Man's Tooke Shirt.

Made of exquisite cambric, cut full to size, with double, semi-stiff cuffs and mushroom pleated bosom.

In view of this unquestionable sales event, 'tis to your advantage to place your order now.

Priced $24 the Dozen

Tooke Bros., Limited

MAKERS

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, NOVEMBER, 1919 No. 11.

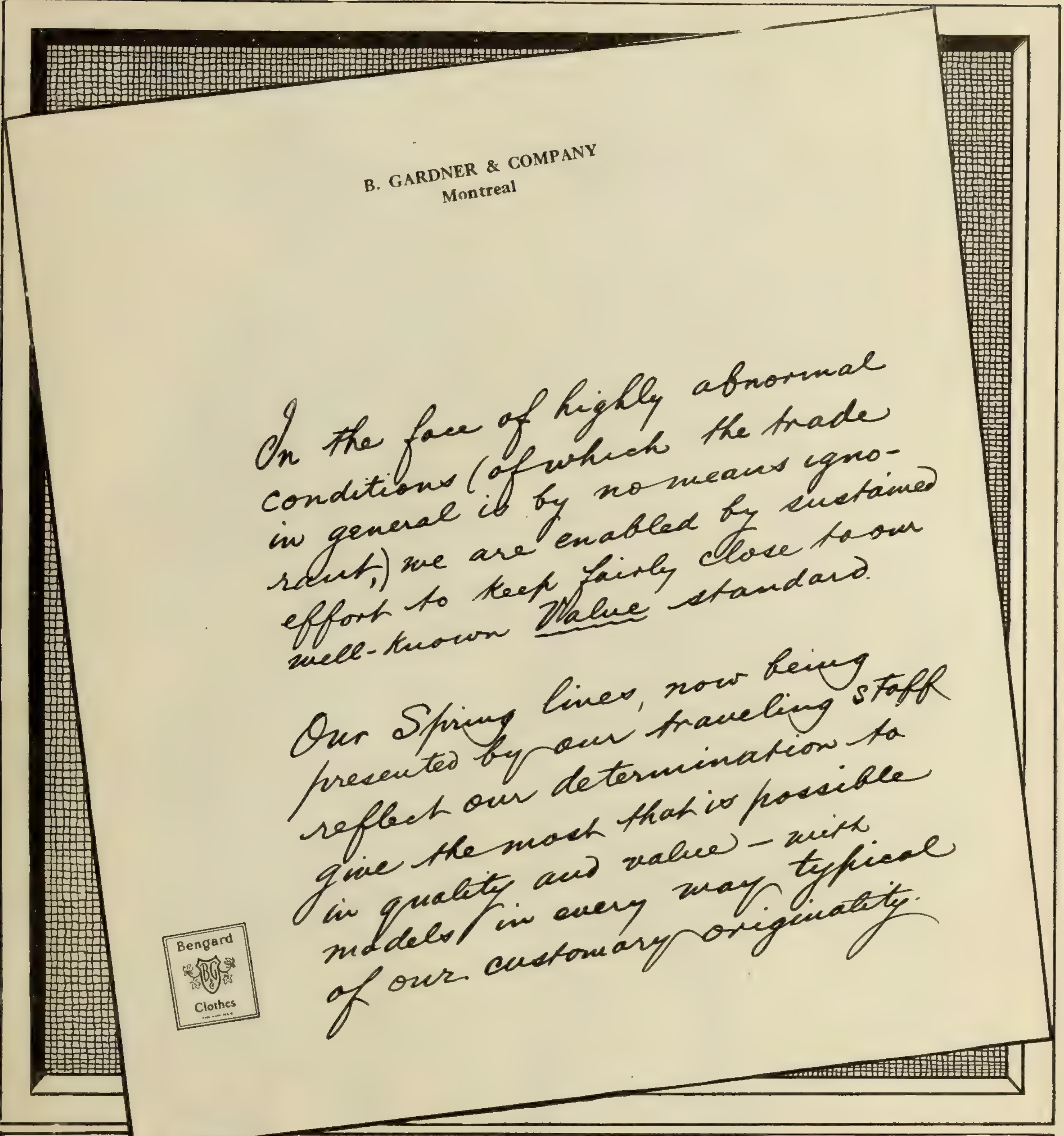
COLLARS

A complete and up-to-date range of collars made from the best materials. Guaranteed to fit well—wear well—and look well.

ASK YOUR WHOLESALER ABOUT THEM

The Canadian Converters' Co. Limited
Montreal

MEN'S WEAR REVIEW, November, 1919. Volume IX. Published every month. Yearly subscription price, $2.00. Entered as second-class matter July 1st, 1912 at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.



B. GARDNER & COMPANY
Montreal

In the face of highly abnormal conditions (of which the trade in general is by no means ignorant,) we are enabled by sustained effort to keep fairly close to our well-known Value standard.

Our Spring lines, now being presented by our traveling staff reflect our determination to give the most that is possible in quality and value — with models in every way typical of our customary originality.

Bengard Clothes

B. GARDNER & COMPANY
Makers
MONTREAL

COPPLEY, NOYES &

HAMILTON

Full of Life *and* Originality

Just an extra touch here and there, a line made more graceful or a smarter cut lapel, it is just a little something not very noticeable in itself that makes the difference between a clever, quick-selling style and a "dud."

C. N. & R. Clothes have that indefinable something, the touch of a master hand that makes these styles unusual and still the highwater mark of good taste.

C. N. & R. Boys' Clothes

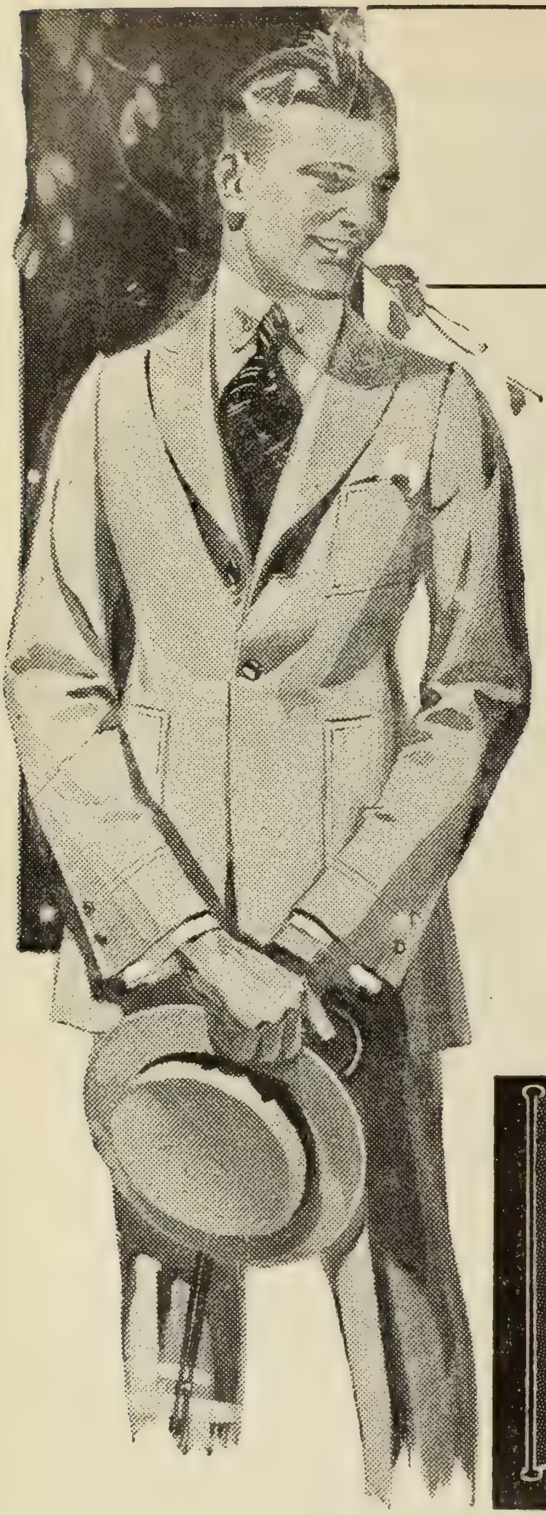
The Boys' Department is full of possibilities these days. Are you taking full advantage of the opportunities it offers? The demand is for better styles and better qualities in boys' clothing. C. N. & R. organization has risen to the occasion in the production of styles that are full of "pep" and so constructed that they will stand the hard wear coming to them. Sell C. N. & R. Boys' Clothes and your boys' department will be safe.

Spring - 1920 - Showing

The range for Spring 1920, which is now ready, consists of a wide variety of the very latest designs in Tweeds and Worsteds shown in smart models that are characteristic of C. N. & R. Clothes.

RANDALL, LIMITED

CANADA



Style and Service

Though unusual conditions of the day, both as to labor and material, delayed our representatives from getting out among the trade as early as usual, these conditions have had no deteriorating effect on the quality of our Spring line for 1920.

Now more than ever it is to your interest to see **COLLEGE BRAND CLOTHES** before placing your orders for Spring. The snappy models, excellent materials and expert tailoring of **COLLEGE BRAND CLOTHES** are sure to mean quick turnover with good profits.

Let us hear from you when our representative may call, or send you samples.

TRADE MARK REGISTERED

COLLEGE BRAND

"Clothes"

FOR YOUNG MEN AND MEN WHO KNOW

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal
(Read Building)

High Grade Men's Furnishings

Prices are Right and Prompt Delivery Guaranteed

We are prepared, despite the general conditions of the day, to offer you a complete stock of the better class shirts, neckwear, gloves, hosiery and underwear. As regards the latter, we have for immediate delivery Natural Wool, Cotton and Union in two-piece and combination suits. We have also a complete stock of the famous American Hatch one-button combination, which is a particularly good seller.

If our traveller has not called a post card will bring him to you. We can assure you prompt delivery on receipt of your order.

Miller Men's Wear, Limited

48 York St. - - Toronto

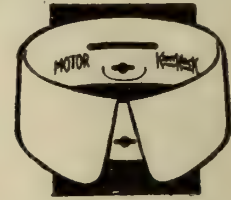
A collar that sells
12-18 1-2

A popular style
12-19

KANTKRACK

Trade Mark Registered

A good standard shape
12-18 1-2



Alwavs saleable
12-18 1-2

The KKK and the HCL

In these days of high cost of living every customer is interested in economy methods. Let him know that **KANTKRACK** composition collars give all the appearance of the laundered linen article, but have absolutely no laundry bills. That will appeal to his pocket and prompt easy sales for you.

The Parsons *and* Parsons Canadian Company

Makers of the famous KANTKRACK *Composition Collar*

Est. in U.S.A., 1879 HAMILTON, CANADA Est. in Canada 1907

The Cap that Fits Every Head

Patent Applied for
Canada and U.S.A.

Cap worn up in front, showing Band for adjusting to six different sizes

"FIT-U" CAP

Stylish and neat in appearance and excellent in quality are **FIT-U** caps. Your trade will appreciate the many good points that have gone to make this line so popular. To the dealer they represent a saving in money and store space. Each **FIT-U** cap can be adjusted simply, yet securely, to fit any normal head. This eliminates the nuisance of out sizes and surplus stock on hand.

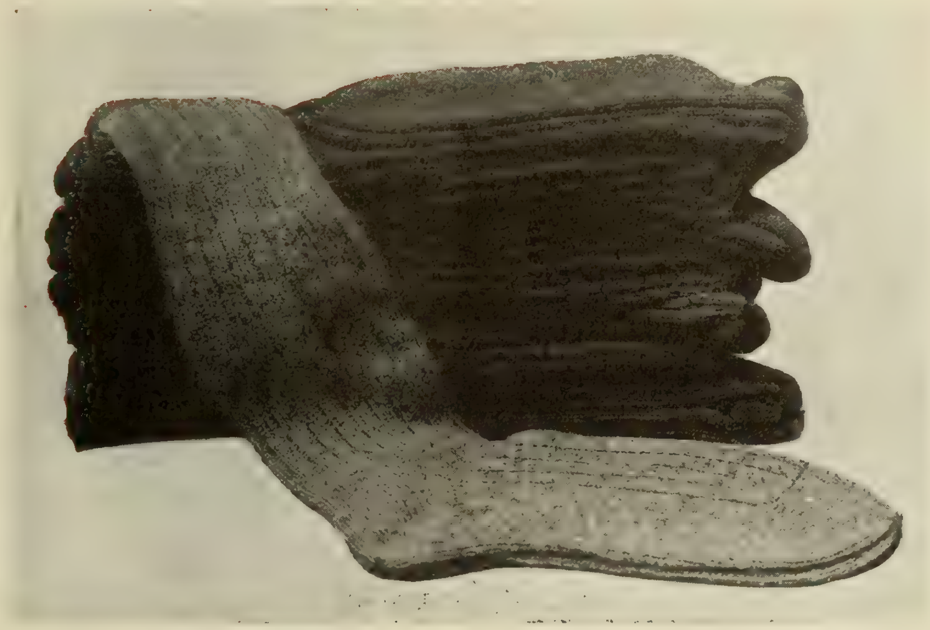
The many shapes and patterns in the range of **FIT-U** caps enable you to choose a stock to suit the requirements of the most particular dresser, thus securing the best trade in your locality. Prices ranging from $13.50 to $28.50 per dozen with an excellent assortment from $18.00 to $24.00.

See our salesmen now on the road, or write us direct.

Tip-Top Cap Co. - London, Canada

Hawthorn Hosiery For Men

HAWTHORN



Men's pure wool hose, with many distinctive features that render them really different from the ordinary hose—all the looping is done by HAND, the quality of yarn is decidedly superior, the finish is exceptionally smooth and the value is the best obtainable.

Place a sorting order with your jobbers for immediate delivery.

As never before, men of all classes are buying QUALITY goods. HAWTHORN HOSIERY is sure to please.

These and other special features will appeal to your "particular" customers.

Hawthorn Mills, Limited

Carleton Place, Ontario

Selling Agents:

TORONTO—Little & Little, 152 Bay St.
MONTREAL—Luke F. Moore, Coristine Bldg.
PICTOU, N.S.—V. A. Barnwell.
WINNIPEG—Fred Rumble, Hammond Bldg.
VANCOUVER—A. J. Snell, Vancouver Hotel.

The Five Features of "Everybodys Overalls"

FIRST—They look well.

SECOND—They are made well.

THIRD—They are constructed of the best materials.

FOURTH—They sell at a fair price.

FIFTH—They are sufficiently roomy.

This last is a special individual merit which makes "Everybodys Overalls" even the more easy to sell. May we send you samples?

EVERYBODYS
Absolutely Guaranteed
OVERALL

"Everybodys Overalls"

LONDON, CANADA

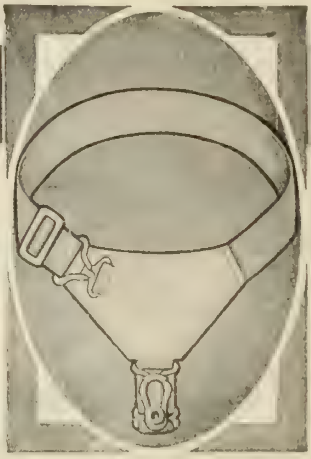
BRANCHES

Montreal, Que.
Cobalt, Ont.
Winnipeg, Man.
O'Leary, P.E.I.

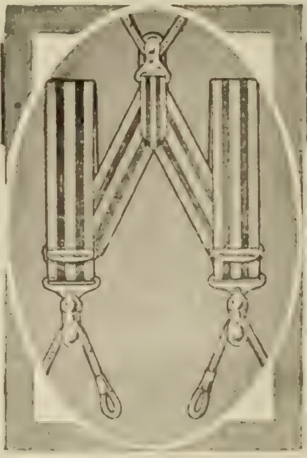
ONTARIO REPRESENTATIVES

Mr. E. H. Armitage, East Ont.
Mr. Allan Carswell, North Ont.
Mr. Ben Croskery, New Ont.
Mr. Peter Cameron, South Ont.
Mr. Albert E. Martin, Winnipeg, Man.
Mr. A. M. Mout, Calgary, Alt.
Mr. T. M. Howatt, O'Leary, P.E.I.
Messrs. Bourgeois & Pelletier, Montreal

Sphere Garters ⌷ *Sphere* Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.



Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

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Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. 32, George Street, Manchester.

Facts!

- Appreciation of our offering by the ready response of the trade leads us to believe that our output for the coming season will soon be taken up.
- You will remember the scramble for goods last spring. Be forewarned.
- By placing that order NOW, early delivery is assured and you will be insured against shortage.
- Our representatives are now calling on the trade. It may be to your advantage to see our line.

Kaplan, Samuelsohn Co.

Montreal

Buy Victory Bonds

Peck's

The Bearing of a Gentleman

is reflected in every suit of Peck's superb clothing. Never "foppish," never overburdened with fussy frills, Peck's Men's Clothes are tailored for active men—men of affairs—men who are discriminating dressers.

You'll find Peck's clothing imbued with the joyous spirit of Spring, distinctively modelled in an unusual array of exclusive "Springy" patterns.

Peck's clothes are just the kind your customers are looking for. Don't fail to see our samples.

John W. Peck

Manufacturers of Men's and

MONTREAL, WINNIPEG

Peck's

Boys will be Boys and here's their kind of Clothes

Peck's Spring Clothes for Boys are unusually attractive. They're tailored with the same care as Peck's Clothing for "Grown-ups," but *they're reinforced* just where they should be to stand the wear and tear.

Models that will win approval from red-blooded youths and fond mothers alike are included in our extensive spring lines.

Plan to see these clothes for regular youngsters.

& Co., Limited

Boys' Clothing, Shirts, Caps, etc.

VANCOUVER

IMMEDIATE DELIVERIES

ON SORTING ORDERS

It's easy to have a representative range of working gloves and mitts to sell at prices that suit your trade if you concentrate on

ACME
TRADE MARK

handwear—because we make them up in so many leathers and in such a great variety of combinations. And we can always give you what you want when you want it.

Try a few dozen of the numbers illustrated

1030/6 — Cream horsehide lined mitt, with wool cuff.

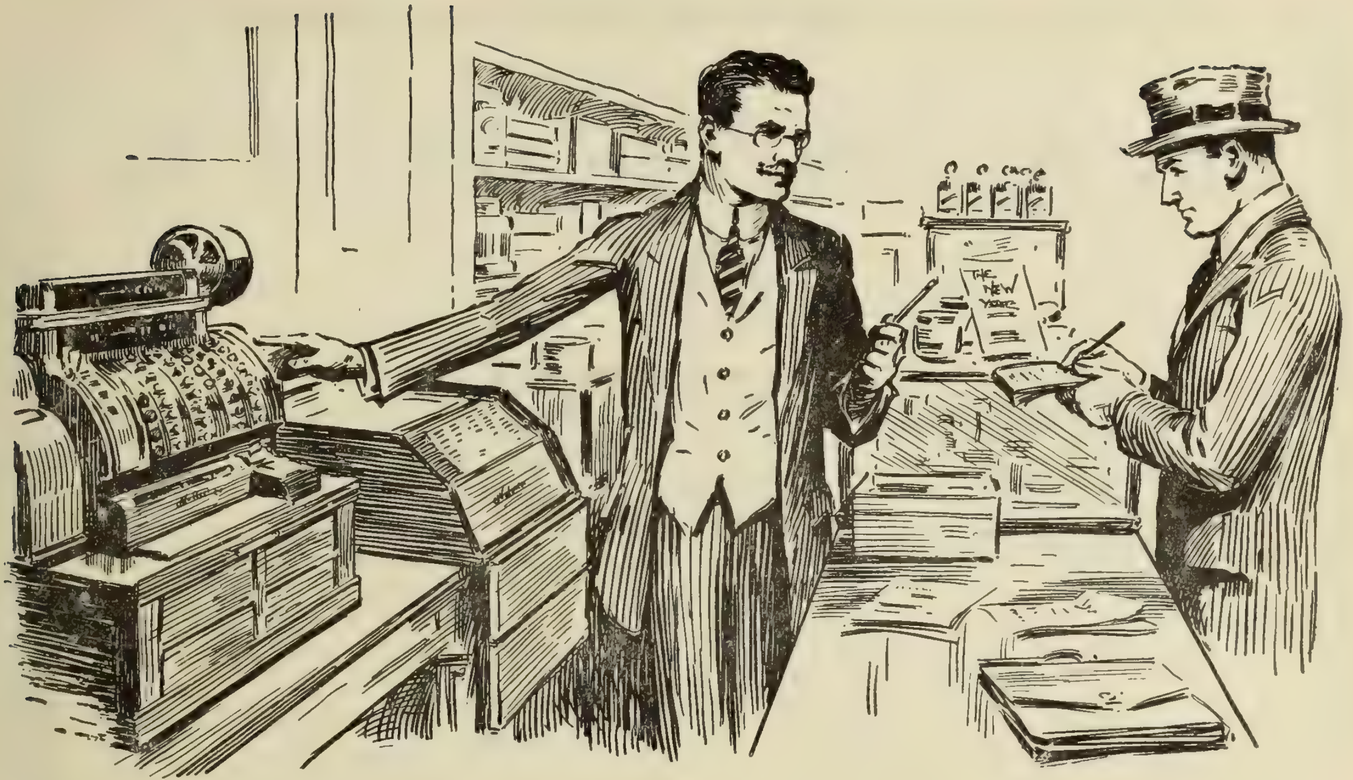
ACME GLOVE WORKS, Limited

MONTREAL

Operating: Five Factories—Two Tanneries.

1081 — Cream horsehide lined glove, sewn inseam, brown split back, hook and string fastener.

1095/5 — Cream horsehide lined gauntlet glove, sewn outseam, welted thumb, large drab split cuff.



The needs of merchants have guided National Cash Register improvements

"WHAT the merchant needs" always has been—and always will be—our basic idea in making cash registers.

This business, as it stands to-day, is the result of constant study of merchants' needs.

Every suggestion that we receive is investigated. The practical ones are adopted and given very exacting mechanical tests before they are manufactured.

During the past 10 years we have made 6,508 improvements in our product.

These improvements were added so that National Cash Register users could be supplied with machines that would give them the utmost possible service.

Modern National Cash Registers are practical, useful, accurate and durable—the best we can make.

Nationals are now used in 296 lines of business

The National Cash Register Company of Canada, Limited

BRANCH OFFICES

Calgary......714 Second Street, W.
Edmonton................5 McLeod Bldg.
Halifax.....................63 Granville Street
Hamilton............................14 Main Street E.
London.......................350 Dundas Street
Montreal........122 Catherine Street, W.
Ottawa............306 Bank Street

Quebec.........133 St. Paul Street
Regina..............1820 Cornwall Street
Saskatoon................265 Third Avenue, S.
St. John..........................50 St. Germain Street
Toronto.....................40 Adelaide Street
Vancouver.........524 Pender Street, W.
Winnipeg....213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

Buy And Induce Others To Buy

The merchants of Canada would be the first to feel any slackening in the buying power of the people.

You have a lot at stake.

Until the Victory Loan 1919 is over—and a success—strain every effort to help.

Support the Victory Loan 1919 with all the energy you give to your own business.

Your customers are your friends.

Don't lose a single opportunity to impress them with the importance of putting the Victory Loan 1919 across. This is a case where National prosperity, and your own personal interests, are one.

And you can't successfully induce others to buy Victory Bonds unless you yourself own a big block.

Canada has a big stock of Victory Bonds on hand. And they must be sold!

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of
Finance of the Dominion of Canada.

DELPARK PRODUCTIONS

UNDERWEAR, PYJAMAS, NECKWEAR, SOFT COLLARS, NIGHTSHIRTS, QUICK LOCK DRESS TIES, ETC.

COTTON NECKWEAR

Bound to be popular next Spring and Summer as a substitute for high-priced silk lines.

We are offering the trade a wonderful range of patterns and designs out of the ordinary merchandise in advance of the usual range of cotton neckwear.

Prices—$3.75, $4.25, $5.00, $6.00, $7.50.

An unprecedented demand necessitates early orders from those who wish to avoid disappointment.

Buy Victory Bonds

DELPARK CANADA, INCORPORATED
VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : : : 153 NOTRE DAME STREET WEST
MONTREAL

FACTORIES: HAMILTON, ONT.

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N. B. Halifax

Satisfaction in Good Shirts

THE NAME A GUARANTEE

HERCULES

THIS IS OUR LABEL

of material, workmanship and all round quality.

"Hercules" standard is good value and easy selling, with a good profit margin. There'll be no dead stock when the "Hercules" label marks your stock.

Our line comprises a wide variety of styles and materials. Make them "Hercules" this time.

The Hercules Garment Co., Limited

Head Office: Montreal Factories: Montreal and Louiseville, P.Q.

The Service Value of a Glove

depends on both material and workmanship. We are equipped with the most modern machinery for glove-making. Also we have always before us the quality ideal, whereby we aim to retain the good-will of our dealers.

TAPATCO
REGISTERED TRADE MARK
BRAND

are a profitable Staple which knows no season selling. In demand all the year 'round, for all outdoor and indoor work, they are recognized for their supreme quality—which ensures satisfaction to the wearer—and "repeats" for you.

"Months of Wear
In Every Pair"

Tapatco Cotton Gloves are made in 3 weights and 3 styles—Gauntlet, Knit Wrist and Plain Band Tops.

Jersey Gloves and Mitts in Tan, Oxford and Slate Colors.

For extra-heavy wear we recommend our leather-tip or leather-faced Gloves of Heavy Canton.

THE AMERICAN PAD & TEXTILE COMPANY

CHATHAM - - - ONTARIO

We Desire To Thank You

For your generous response to our last ANNOUNCEMENT

We Regret Too

That owing to depleted stocks, which cannot be replaced so late in the season, we cannot supply any further SAMPLE SETS this Fall.

This, with the exception of SERGES, of which we still have a considerable range.

However

We will be right after your SPRING BUSINESS with a big RANGE OF STYLES AND PATTERNS in WORKMANSHIP of the HIGHEST GRADE that you cannot afford to miss seeing.

So Keep Us In Mind

Our "CUT, MAKE AND TRIM" Department is the busiest spot in town.

Why Not Give It a Trial?

A. E. RICHARDSON & CO.

172 SIMCOE STREET - - - TORONTO

Makers of High Grade Clothing for Men

MORTAR BOARD CAPS

Mr. Retailer, are you getting all the trade you should? What about Special orders?

Do you know that **Palter Brothers** make a specialty of Mortar Boards for Church Choirs, etc., and carry a complete assortment of sizes in stock and guarantee immediate delivery.

We also make Uniform Caps for Firemen, Bandsmen, Policemen, Chauffeurs, Nurses, etc.

Increase your turnover by going after this Special Order business.

Always Look at Our Samples

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO

MAKING NEW CUSTOMERS

It's the strong, heavy Maritime wool used in Atlantic Underwear that grips the fancy of all outdoor workers.

The moment they see Atlantic they know it's the thing they want—something that gives warmth, comfort and long service—underwear that keeps out the chill of Winter.

If you carry Atlantic Wool Underwear you will make a lot of new customers this Fall and Winter—miners, farmers and other outdoor workers who require extra heavy underwear protection.

Your Jobber Has Them

ATLANTIC

UNSHRINKABLE

Atlantic Underwear Ltd.

MONCTON, N.B.

E. H. WALSH & COMPANY
MONTREAL AND TORONTO
Selling Agents for Quebec, Ontario and Western Provinces

TRADE MARK REG'D
QUALITY
New Era
CLOTHING
'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

The H. C. of L.

The high cost of living is the big problem to-day. The retail clothing merchant can help by selling a line of good clothes—they wear longer, so cost less—result: A pleased customer.

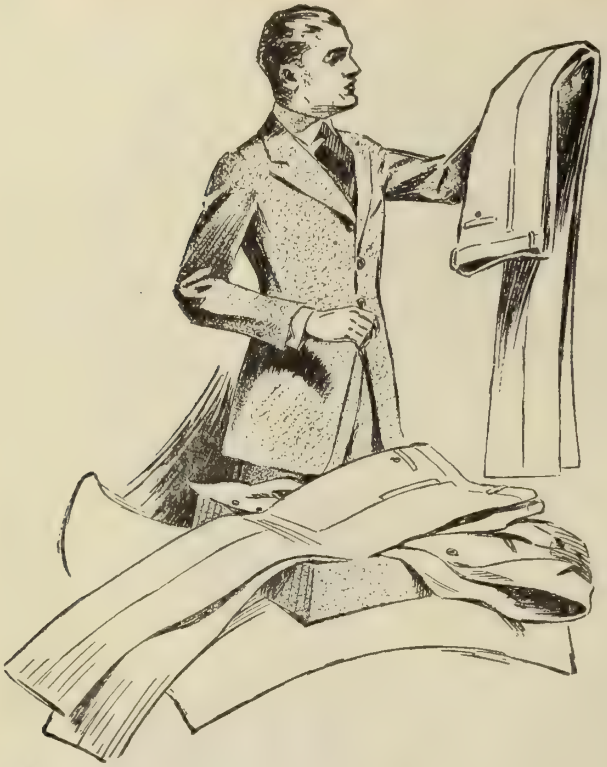
Cheap clothes at ANY price are dear. The careful buyer must handle a line where frills and flimsy fabrics are unknown.

New Era Quality Clothes
is that line

Manufactured by

The Freedman Co.

Sommer Bldg. **MONTREAL**



We can guarantee Prompt Delivery whatever the size of your order may be.

Increased Production—the crying need of the day. Here's what the Levine Mfg. Co. are doing to meet that need. 2,000 pairs of Wear Well Men's Pants turned out every week. What does that mean to you, Mr. Dealer? It just means this—that we are able to fill your order and to fill it promptly. No—increase in quantity has not brought about decrease of quality. We put out the same high grade article.

See our Winter and Spring offerings, ranging from $2.25 to $8.50 a pair.

Levine Mfg. Co., 162 John St., Toronto

THE BIG ? TO-DAY

Many manufacturers are trying to show big ranges and to book big orders.

But the real question is whether under present conditions of labor, raw materials, etc., they can deliver the goods.

THE BOSTON CAP CO. have always proved to their customers, that whatever we sold *we have always delivered.*

If you want to assure your future purchases, and to get what you bought be sure and place orders early with

THE BOSTON CAP CO.

S. RESIN, MANAGER

338 St. Urbain St., MONTREAL

The Kay Cutting Company

Manufacturers of

NARROW FABRICS

WAIST BAND CANVAS

and

Bias or Straight Cut Bindings of every description

SKIRT BELTINGS

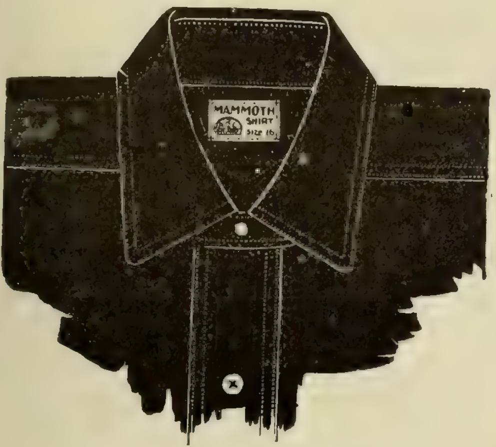
Carried in Soft and Hard Finish in widths 1¼″ up.

CUTTING

Have the mills ship your goods to us. We will cut them Straight or Bias, folded or plain edge, and forward them on to you. Goods cut or manufactured by us add a distinctive finish to a garment.

THE KAY CUTTING COMPANY
734-36-38 St. Paul St. W., Montreal
Stocks carried at TORONTO and WINNIPEG

There's quality and long service in every thread

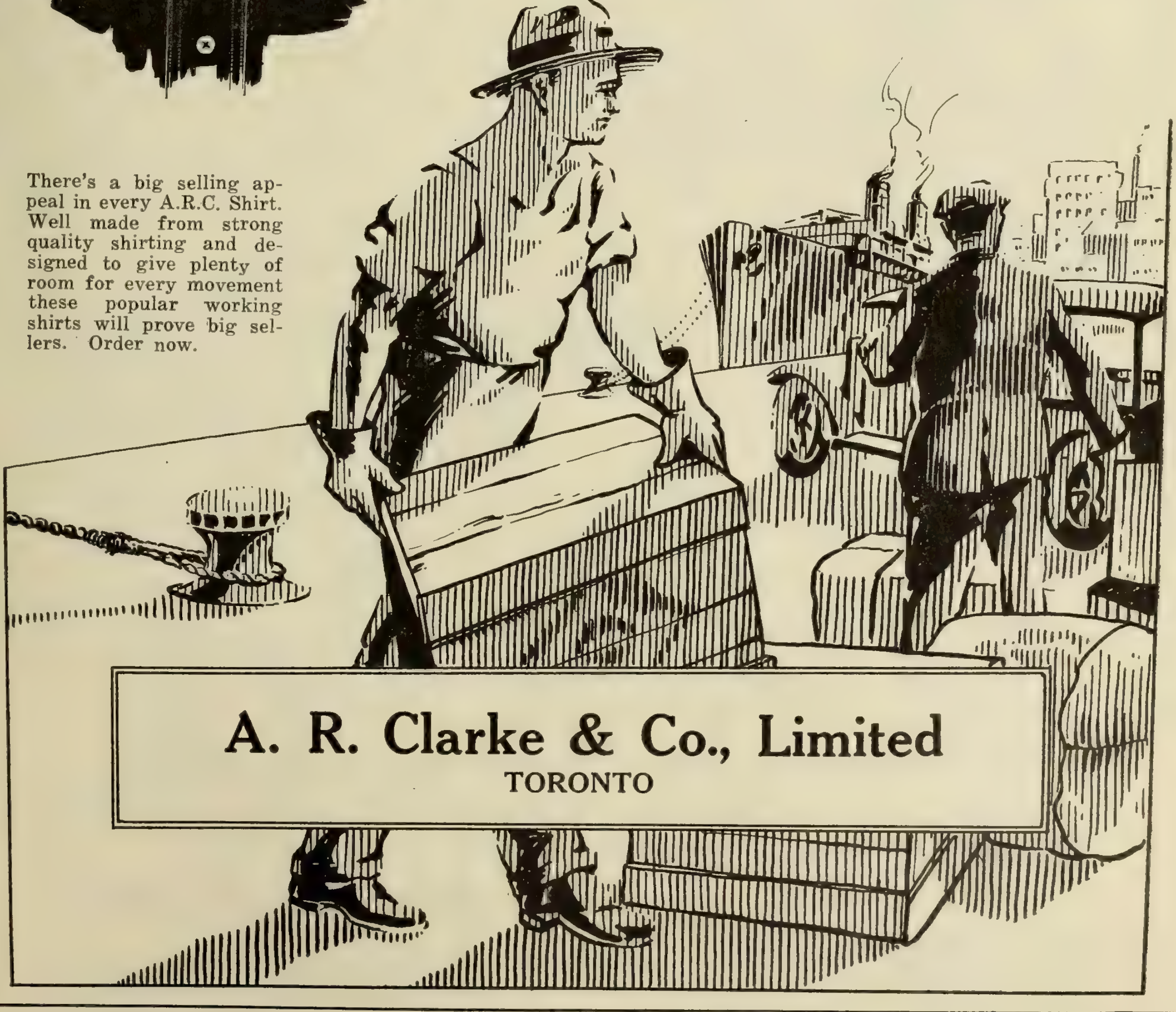


A.R.C. Leather Working Gloves are made for real comfort—soft, pliable and strong. Their long-wearing qualities and comfort have won for them a reputation with workmen everywhere these attributes are appreciated.

Made also in Mitts and Gauntlets. Our modern machinery produces 100% perfect goods. Place your next order with us. We tan our own leather and therefore can offer you exceptional prices.

Behind every pair of A.R.C. Working Gloves and every A.R.C. Shirt is 50 years of experience and quality reputation.

There's a big selling appeal in every A.R.C. Shirt. Well made from strong quality shirting and designed to give plenty of room for every movement these popular working shirts will prove big sellers. Order now.



A. R. Clarke & Co., Limited
TORONTO

"Craftana"

Registered No 262.005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

The Boy
The Parents
The Dealer

We never fail to please all three

The "Lion" Brand
BOYS' CLOTHING

Individuality and style make the hit with the little fellow.

Neat appearance, price and wearing qualities are the parent-pleasing factors.

Satisfied customers, quick turnover and liberal profit are the big appeals for the dealer.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at Clinton, Goderich, Exeter and Hensall

The Deacon Shirt Company

announce that their lines of Men's and Boys' SHIRTS for the Spring of 1920 are now being shown by their traveling representatives. Our range includes many desirable numbers in Starched lines as well as Outing and Working Shirts.

The Deacon Shirt Co.
BELLEVILLE, ONTARIO

The New Way System

OF UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

CLOTHING,
DRY GOODS,
GENTS' FURNISHINGS,
DEPARTMENT STORES.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch:	Head Office:	Western Branch:
71 Bleury Street	29-31 Adelaide St. West	437 Main Street
Montreal P.Q.	Toronto, Ont.	Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

GEORGE BRETTLE & CO. LTD.

REGD. TRADE MARK OBERON

Manufacturers and Merchants

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

Comfort and Durability combined in "OBERON" UNDERWEAR

Have earned for it a world-wide reputation. The demand for "Oberon" Underwear is enormous and ever-increasing; to keep pace with it, we are constantly being compelled to increase our factory in size and staff. "Oberon" Underwear represents excellent value—the kind that gives the customer complete satisfaction and brings repeat orders. Ask our representatives to show you their samples, specially selected for the requirements of the Canadian trade.

SILK HANDKERCHIEFS

We always hold well-assorted stock in Madders, Plain Colours, Fancy Colours, and Jap Silks in plain hemmed and hemstitched lines—all of our usual high standard of quality and excellent value.

NECKWEAR

Brettles are actual manufacturers of Neckwear, and have always in stock a wide and attractive range of Ties in tasteful and exclusive designs, in all up-to-date colourings and especially suitable for the better to best-class trade. We ask our numerous friends who have not yet stocked these goods to make a point of sending us a trial order.

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Comox Street,
Vancouver, B.C.

Eastern Provinces:

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Sts.
Toronto

GEORGE BRETTLE & CO., LTD.

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

Everything in Men's Furnishings

In spite of general conditions such as these:

Scarce Mechandise now
Scarcer Merchandise for Spring 1920
Scarcest Merchandise in full assortment for now and Spring 1920.

In spite of conditions such as these we do not know any other house so well prepared with stock and assortment for now and Spring 1920 as

The HOUSE of ALPHONSE RACINE, Limited

Fall in line and fill in with lines proven Good Sellers,—Ginger Lines that put the snap in

CHRISTMAS BUSINESS such as "Strand" (Chemise de luxe) shirts, mufflers, cravats, fancy socks, braces, sweater coats, gloves, etc., etc., etc.

See the "RACINE" showing of
EVERYTHING IN MEN'S FURNISHINGS

Alphonse Racine, Limited

60-96 St. Paul Street West Montreal

Factories:

Beaubien St., MONTREAL
ST. DENIS
ST. HYACINTHE

Sample Rooms:
OTTAWA, 111 Sparks St.
QUEBEC, Merger Building
SYDNEY, N.S. 269 Charlotte St.
TORONTO, 123 Bay St.
HAILEYBURY, Matabanick Hotel
THREE RIVERS, SHERBROOKE

SCHWARTZ & JAFFEE, INC.

ANNOUNCE
THE OPENING OF
SPRING 1920 LINES
JUVENILE, BOYS' AND YOUNG MEN'S
CLOTHING

CHICAGO
PALMER HOUSE

NEW YORK
880 BROADWAY

Schwartz & Jaffee, Inc.

JUVENILE, BOYS' AND YOUNG MEN'S CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S CLOTHING:
CHAS. D. JAFFEE DEPARTMENT

WILLIAM SCULLY
TRADE MARK — REGISTERED
MONTREAL

Uniforms And Caps For All Purposes

Are there any local organizations in your town that require uniforms and uniform equipment?

FIREMEN
POLICEMEN
RAILWAYMEN
BANDSMEN
NURSES
BOY SCOUTS
LODGES
CHAUFFEURS, etc.

If so, this is a business you, Mr. Men's Furnisher, should get after. Send your orders or enquiries to us. We specialize in this business and can supply you promptly and satisfactorily at lowest prices.

WM. SCULLY, LTD.
Uniform Equipment and Supplies
320 UNIVERSITY ST., MONTREAL

The Dale Wax Figure Co., Ltd.

86 York St., Toronto

An attractive window is a splendid asset. Our fixtures make your windows sell the goods. Merchandise well displayed is half sold. How about yours for the Christmas season?

We make every kind for your business. Dale Wax Figures will keep your stock moving.

Hangers of all kinds always in stock. Our catalogue is free for the asking.

DALE WAX FIGURE CO.
LIMITED
86 York St., Toronto

Montreal: 150 Bleury St.
Vancouver: E. R. Bollert & Son, 501 Mercantile Building

Tailor Craft Clothes

Correct in every detail

Quality of material, attractiveness of textile designs, "up-to-dateness" of style and cut, excellence of workmanship—in fact, you will find that every man or boy who comes into your store will be pleased with every detail of Tailor Craft Clothes.

TAILOR CRAFT
TRADE MARK

Our line for Spring, 1920, in Men's and Boys' Clothing is particularly attractive.

A card will bring one of our representatives to you.

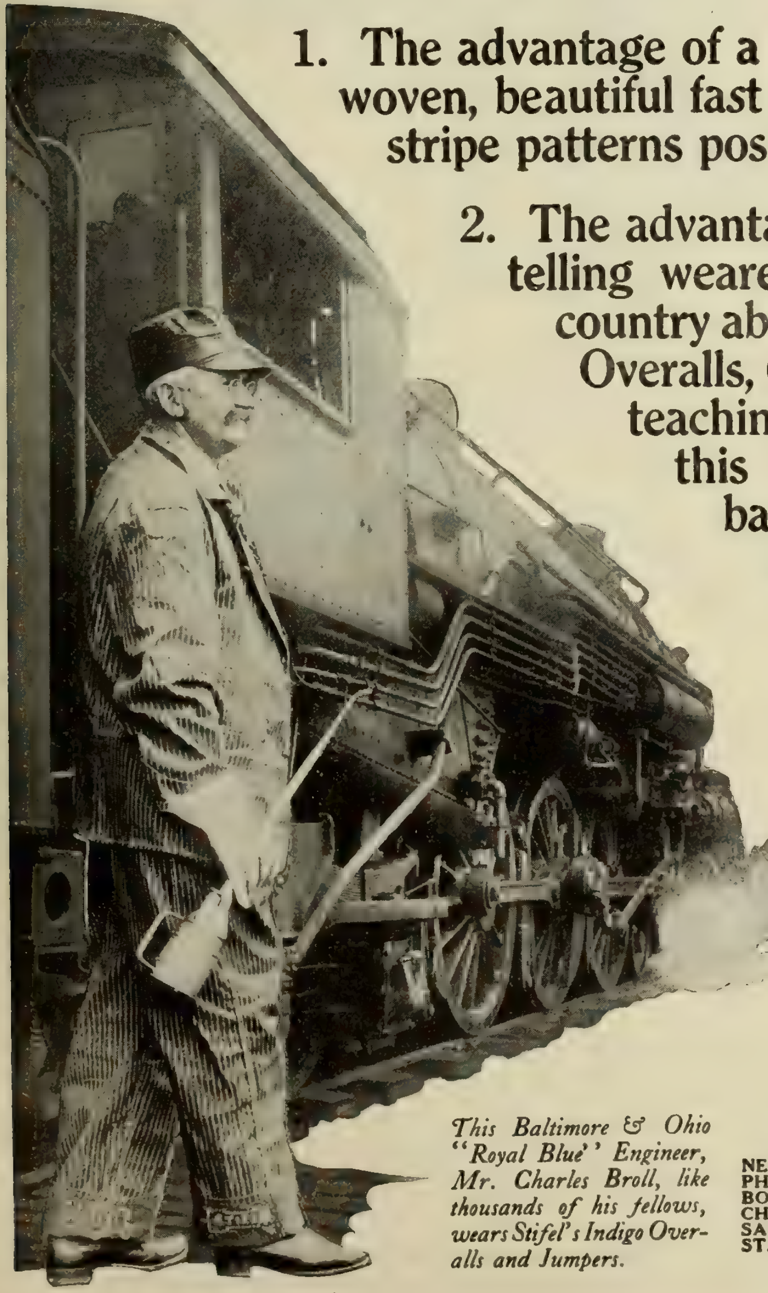
Dominion Clothing Co.
157 St. Paul St. West - Montreal

Stifel's Indigo Cloth

Standard for over 75 years

STIFEL
REGISTERED

There's a double advantage to the garment manufacturer who uses Stifel's Indigo Cloth, and to the dealer who carries work clothes made of Stifel's Indigo.



1. The advantage of a work garment cloth that is firmly woven, beautiful fast blue in color, and whose dot and stripe patterns positively will not break in the print.

2. The advantage of Stifel's advertising which is telling wearers of work clothes all over the country about the extra value of Stifel's Indigo Overalls, Coveralls and other clothes—and teaching them to look for this trademark on the back of the cloth inside the garment to be sure it is made of genuine Stifel's Indigo Cloth, which in its lifetime of over seventy-five years has never been successfully imitated.

STIFEL
REGISTERED

J. L. STIFEL & SONS

Indigo Dyers and Printers

Wheeling, W. Va. 260 Church St., N. Y.

This Baltimore & Ohio "Royal Blue" Engineer, Mr. Charles Broll, like thousands of his fellows, wears Stifel's Indigo Overalls and Jumpers.

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BOSTON	31 Bedford St.
CHICAGO	223 W. Jackson Blvd.
SAN FRANCISCO,	Postal Telegraph Bldg.
ST. JOSEPH, MO.	Saxton Bank Bldg.
BALTIMORE	Coca Cola Bldg.
ST. LOUIS	604 Star Bldg.
ST. PAUL	238 Endicott Bldg.
TORONTO	13 Manchester Bldg.
WINNIPEG	400 Hammond Bldg.
MONTREAL	Room 508 Read Bldg.
VANCOUVER	506 Mercantile Bldg.

PERRIN'S
GLOVE

This Trade Mark is your guarantee

and the name Perrin is one of your big sales assets. To tell your customer that the glove he is trying on is a Perrin glove is all that is necessary to close the sale. Are you running your business without this asset?

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

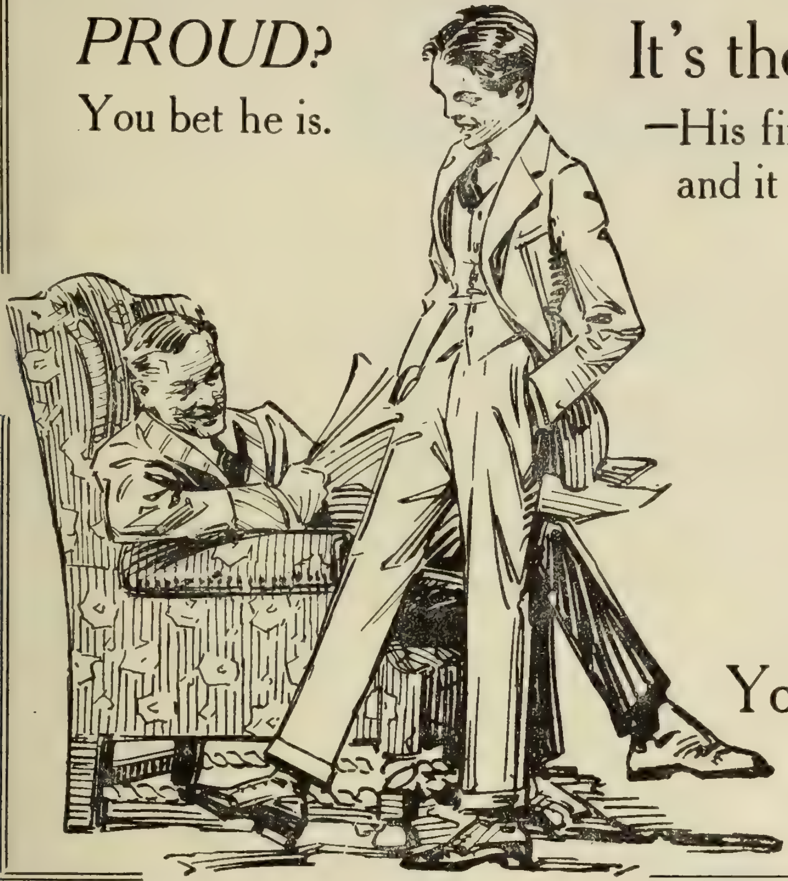
That trade mark is the symbol of elegance and dependability in gloves of the Chamoisette variety. You give your customers their money's worth when you sell them the "Kayser" Glove. You cannot afford to offer them less.

P. K. Company

Successors to
Perrin Freres & Cie
Sommer Bldg. Montreal

PROUD?

You bet he is.



It's the Red Letter Day

—His first Long Pants Suit
and it was made by York Tailors

He's not only proud because his new suit has long pants, but he is now old enough to appreciate faultless fit, up-to-date styles and distinctive fabric designs. He's bound to go back to the store where he got such value. Cater to him —this young man about to buy his first long pants. Introduce him to York Clothes and keep him acquainted. He then gets value, you get profit.

York Clothing Company
35 Church Street, Toronto

The Handkerchief House of Canada

Handkerchiefs for Christmas Selling

Mr. Merchant:—

Have you made early and adequate provision for unprecedented Xmas buying this year in your Handkerchief Department? Too often the purchasing of this important item of Christmas buying is neglected until customers' enquiries force the merchant to send in rush orders. Don't let this happen this year.

We have everything that is worth having in handkerchiefs for men and boys from khaki, Turkey red and blues to the finest linen.

You will find our service prompt and our prices satisfactory. Try us with a sample assortment *at once.*

THE LACE GOODS COMPANY LIMITED

Importers and Manufacturers Agents

64 Wellington St., West **TORONTO**

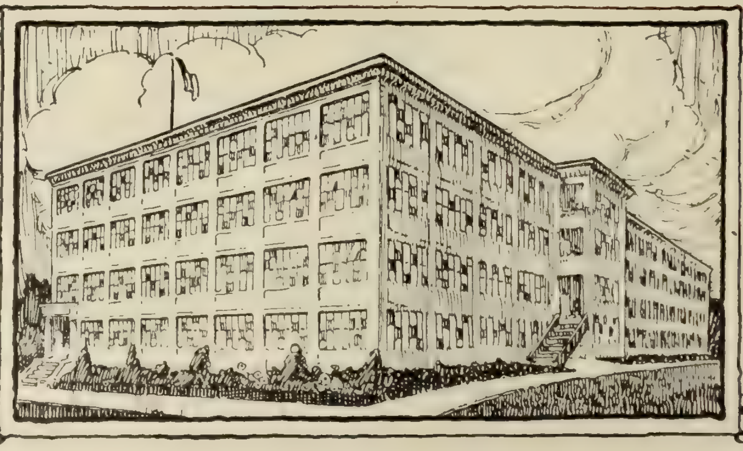
W. G. & R.

Pyjamas
The Comfort Kind

Made from many kinds of materials, among which will be found fine combed Madras in plain and fancy weave, Ceylonettes, Taffetas, Repps, Wales, Percales and Soft Pongees.

Our range for Spring, 1920, is very complete and will please you.

The Williams, Greene & Rome Co., Limited
Head Office—Kitchener, Canada
Branches at Montreal, Toronto, Winnipeg, Vancouver



MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX. TORONTO, NOVEMBER, 1919 No. 11

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Entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, under the Act of March 3, 1879.

Quality Throughout

This is the kind of work that helps to increase the demand for *Kitchen's Railroad Signal Overalls* and it means quick and permanent business to the dealer who handles this popular line. No line of overalls ever came so near pleasing every customer in price, quality and workmanship.

The material used is of such strength that it resists wear and tear; the stitching is double or triple where the pull comes. There are plenty of pockets and extra high bib to protect under garments.

These overalls give comfort, freedom of action, and absolute satisfaction to your customers.

Write for Dealer Helps.

RAILROAD SIGNAL
Union Made

The Kitchen Overall and Shirt Co., Limited
Brantford Ontario

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, NOVEMBER, 1919 No. 11

Hail Now to "Third Season"

Canadian Retail Clothiers to Have Another Selling Period in Year.

Another Big Summer for Palm Beach Suits Indicated by Early Orders.

ALL dealers in men's clothing throughout the Dominion will be pleased to learn, whether they know it now or not, that the "third season" for men is now practically assured. The fair sex has, almost since the world began, been accustomed to taking three of the seasons for style purposes, and in many cases they have taken all four, but mere man has been content with two. A new suit and hat in the Spring and an overcoat and, perhaps, another suit in the Fall were the extent of his sartorial excesses. There were men, of course, who went further and swung in another new suit between seasons, but the generally accepted principle has been that man is, was and always would be a "two-season individual."

But fine Summer weather, the high cost of living and the return of Canada's fighting men from Europe combined to form an entente alliance against which the barriers of precedent could not hold out. The Palm Beach suit has taken on Canadians. It has come to stay. At last it has come into its own in the Dominion.

Big Summer Anticipated

At this time, when Jack Frost is fighting hard for a footing and the natives have stocked up in anticipation for capitulation, it seems strangely out of place to talk of something that has entirely to do with Summer, but, just the same, the manufacturers of light-weight clothing are just straightening up their summer accounts now and are preparing to look ahead for the summer of 1920, so that discussion of such a subject at such a time is not so inappropriate as many might imagine. At any rate, the men who turn out July and August attire are clapping themselves on the back when they look back on last Summer's showing and they are cheerfully looking forward to next summer, not so much for the reason that they will stand a good chance of adding considerably to their bank accounts as for the fact that next Summer will in all probability mark the official advent to Canada of the "third season" for men.

WHAT HO! BRING ON COLORS OR RAINBOW FOR MERE MAN

Ruffles and Buckles, London Reports, Are To Be Tried Out On Piccadilly—Dress Suits of Scarlet and Royal Blue

If reports from "Ole Lunnon" are to be credited, tailoring firms in the heart of England are about to make a bold experiment. They are said to have started a movement to bring back the colored garments of a couple of centuries ago, and it is hoped to dress up a number of young men in costumes reminiscent of Beau Brummel and Monsieur Beaucaire and set them perambulating London Streets on this missionary enterprise. A smart city suit in this bold era will consist of something like this:—

A plum-colored, waisted lounge coat and breeches; yellow waistcoat, with white stock; black hose and black shoes with silver buckles; golden soft felt hat and light cane. For evening dress stock and ruffles will take the place of shirt front, and half an inch or so of trimming will be seen at the cuffs. The colors in evening suits will vary from scarlet to royal blue.

It is pointed out that well-cut knee breeches will outlast any pair of trousers and will, of course, display a shapely limb as no modern "drain pipe" could possibly do.

"Last year was a wonderful period for Palm Beach suits," enthusiastically declared W. O. Costello, manager of Men's Wear, Limited, an outgrowth of the Miller Manufacturing Company, 48 York Street, in speaking to MEN'S WEAR REVIEW on the matter.

Heavy Advance Sale

"And the advance sale for next summer is just as wonderful," he went on, adding: "The advance sales have been splendid and the call from all parts of the country for summer clothing is insistent. It is far better than it has ever been before. It seems that the general scarcity of goods and the high prices have driven men to take to the two-piece suit. In past years a few men here and there wore the 'Palm Beach,' but the man who did so was looked upon by the majority of his fellow-citizens as more or less of a hero. To say the least, he was an outstanding figure in the community. But it is queer what a change has come over the people. For the Palm Beach suit was never such a great thing before."

"And we are turning out better and smarter stuff," declared Mr. Costello. "The prices are slightly higher, but the value is there. Nowadays the Palm Beach suit must be well made. The time has passed when any old kind of a sack will do. The demand is for Summer suits that are smartly tailored and of good design."

Last year retailers, on behalf of their customers, begged for Palm Beach suits until the end of July. It was a long season, and a big season for the man who deals face to face with the bu public. Orders are now being taken by the manufacturers and shipping will start about the first of the year. It is expected that there will be a heavy call on the supply houses, but those who order first will be first served.

Fine Start is Made

"It will have to be a case of first come first served," stated Mr. Costello, adding that they would be busy sending out goods until well into May, and even into June.

"Last year," said the manager, "was the first time we got away to a real good start. The exceptionally fine weather and the returned men helped. The whole difficulty hitherto in marketing this class of goods has been to get the men started to buy it. Realizing that the Palm Beach suit was considerably cheaper than the suit of heavier cloth, and prompted by a desire to be economical until they should 'get on their feet' the veterans started in to buy 'Palm Beach' and the male portion of the community readily followed their example. And soon all began to find out the comfort in such attire and the idea gradually took hold."

It is figured out that six weeks would be a short season for the Palm Beach suit, which easily lasts six months, so that once a man takes the plunge he has a suit that will endure for at least four Summers.

"You can take it from me," here stated A. L. Miller, vice-president of the company, "that the day of the Palm Beach suit is here to stay. The introduction of this business means that from now on there will be three distinct seasons for the retail clothier—Spring, Summer and Fall. This is the way it has been below the line, but up in Canada the retailer has not been able to take advantage of this third season. What it will mean to him time alone will show."

All Tell Same Story

From now on, therefore, the retail clothing merchant may expect to benefit from the "third season."

What the Miller people say is borne out, too, by E. N. Dimbleby, Montreal, representative in Canada of Cohen, Goldman & Company, New York, manufacturers of Summer clothing, including outing trousers, Palm Beach suits, cool crashes, special Summer suits, sport coats, golf suits and novelties in men's wear. Mr. Dimbleby, who is now calling upon the trade in the interests of his firm, reports having already booked a much larger percentage of orders to date than the same period of last year. He, too, is assured that Canadians are taking enthusiastically to the wearing of Summer clothing. He is showing an extensive range of this class of goods and declares that retailers are buying the very best in stock for placing before their customers.

STATION HABERDASHERY

A new haberdashery store is to be opened in the new Union Station, Toronto, when that imposing looking pile is completed. Tenders are now being asked for.

FINE MAILING LIST SECURED FOR HANDING OUT FREE SUITS

The G. W. Hawley Walker, Limited, Got in Permanent Touch With Twenty-five Hundred Prospective Purchasers of Boys' Clothing by Means of a "Lucky Day Contest"—And All For Just Three Outfits.

FOR the merchant starting up or branching out into a new line it is not the easiest thing in the world to lay hands on a mailing list that might prove to be a real help in attracting trade. But G. Hawley Walker solved the problem in great style when, during the course of the Canadian National Exhibition, he unleashed a new stunt on the Toronto public. As a result of his efforts he has to-day a brand new and up-to-date list of twenty-five hundred names, all of them of wide-awake citizens and purchasers, when the need arises, of boys' clothing.

The G. Hawley Walker, Ltd., situated at 126 Yonge Street, Toronto, branched out into children's clothing just about a year ago, and such bright ideas have they worked into their advertising and salesmanship methods that this month they are enlarging their boys' department to three times the size it was originally.

And the staging of a "Lucky Day Contest" with the object in mind of getting a mailing list worthy of the name, and not one picked out in a haphazard and unreliable manner from the directory or telephone book proved to be one of their many ideas that worked out successfully.

Three Lucky Juveniles

The company let it be known to all juveniles and their parents that they had a nice suit to give away to every boy in the contest whose birthday happened to be on a date that should first be picked out by a neutral party and kept secret. Even the store's advertising department, its head, G. Hawley Walker, or its manager, R. F. H. Walker, did not know the date that was to be selected. The preliminaries being complied with, cards were sent out or given to every boy who made application.

"Here's a Chance to Win a Suit," the company announced in bold type, adding that the best suits in the house would be the prizes awarded. Then in the next line blazed forth the query: "When is Your Birthday?" A line for the youth's name followed, then the father's surname, and then the boy's age.

The contest closed on September 27 and the day that happened to be selected for prize-winning was Dec. 13. There chanced to be three boys in the contest who were born on the thirteenth of December, and a special delivery letter was sent to each notifying him that if he called at the store he could pick out the best suit in stock. The three boys who landed the sartorial plums were Robert McGarrett, 158 Sunnyside Ave.; Angus Campbell, 16 Peel Avenue, and Freddie Urquhart, 1 Woodbine Avenue.

Followed Up With Cards

All kinds of dates were given by the boys and the parents, but there were some days not picked out by the contestants, and if one of these dates had been selected by the committee the company would have, unless it changed the date, come out with little loss. On the other hand, if July 17 had been the lucky day the store would have been minus seven suits, for which no direct monetary return would have been chalked up. If April 1st had been selected the Hawley Walker people would have been "April-fooled" to the extent of no less than sixteen suits.

At the close of the contest the firm followed up its first "drive" by a postcard barrage, a handsomely-engraved card being sent out to every one of the 2,500 who took part in the contest.

In a neat, colored border and under a scenic view that gave tone to a very attractive card, appeared the following:

Many Happy Returns
Hearty Congratulations on Your Birthday and
Every Good Wish for the Future.
We Hope to Have the Pleasure of
Fitting You Out in a Dandy
"Wearbetter" Suit
Before You are Much Older

The name of the firm and its address was displayed in capital letters at the bottom of the epistle.

Contest a Real Success

"The contest was a success in every respect," R. F. H. Walker, in charge of the advertising and buying for the firm, told MEN'S WEAR REVIEW. "The very best people in the city wrote in," he said, "and the result is that to-day we have a good line on prospective purchasers, while there are no doubt hundreds who have learned through this contest that the Hawley Walker, Ltd., dealers in men's furnishings, are also now in the business to sell clothes to the kiddies."

Ontario Retailers Buckle on Their Armor; Commerce Board's Probing Under Discussion

EXTRAORDINARILY *patient for months under the continuous shell-fire of critics who have not thoroughly understood the situation nor the reasons for high prices, the Retail Clothiers of Ontario have at last buckled on their armour and from now on will endeavor to defend their position against the onslaughts of an unreasonable public. Following the inquiry conducted by the Board of Commerce it was expected that the clothiers would rise in their wrath and smite the hosts of "that man O'Connor," but at a meeting of representative retailers, all members of the Ontario Association, in the King Edward Hotel, Toronto on the evening of October 28, it was unanimously decided to co-operate in every way with the Board. The request of the Board that steps be taken to have the mills' stamp on the cloth, the percentages of wool and cotton contained therein fell on soil that was rocky and a further recommendation was made by the retailers that the manufacturers also put such a declaration in some conspicuous place on the garment where the consumer can see it. This, it was stated, would not work a hardship on the Canadian manufacturer, but would put a check on the English houses that make a practice of sending shoddy stuff to Canada. During the three hours' discussion, it was brought out that the retailer could not reduce prices as he could neither reduce the cost of cloth nor manufacture nor control the labor market. Plans were also laid for the big 1920 convention, those taking part in the deliberation being Messrs. Ed. Mack, president, and E. R. Fisher, Ottawa; R. C. Cameron, Lucknow; Harry Bremmel, Lindsay; Gray, Chatham; Bryant, Belleville; R. A. Stevens, Barrie; and R. A. Fitzpatrick, D. Morrison and William Hay, Toronto.*

ALTHOUGH confessing candidly that he was entirely at a loss to say what should be done, Commissioner Murdoch of the Board of Commerce stated at the close of the investigation into clothing prices that he was firmly convinced something should be done to reduce the price of clothing, and he hoped that something would be done promptly and effectively. But here the question arises: "What can the Commissioner, the Board of Commerce or anyone else do?"

The fact remains that after weeks of investigating the Board found itself where it started, and groping blindly in the dark. It was all right to talk of overhead expenses being high—it all made good reading for an anxious public—and it was all right to suggest that the manufacturers and retailers make good fellows of themselves and bring prices away down, but——. And the "but" is a big one.

Supposing at the commencement of hostilities in Europe there was a washtub filled with water. In the five years that have since elapsed the world has been draining that tub and putting little back in, putting all the available water in another tub. Now, after this extensive draining, the tub is about empty and no more washing can be done until the tub is full again. This is the way it is with the clothing business. The tub of production has been drained almost dry and until it is filled to overflowing again, there cannot be the same conditions that there were before the war.

High Wages Responsible

It is all very well to talk of lower prices, but the manufacturer cannot pay high wages and sell his products at prewar prices. Nor can the retailer pay more for everything and sell his products at pre-war prices. Nor can the retailer pay more for everything and yet sell as he did before the war. The truth of the matter is that the Government spoiled the workingman by paying him enormous wages for making munitions. And now the former munitioner cannot get back to his old level. Let him apply, as one did, for a porter's job, and be offered $14 a week, and he indignantly retorts: "Why I've been making that much or almost that much a day."

This is what the manufacturer and retailer are up against. The Government made it possible for unskilled labor to live on the fat of the land, and now when this is not forthcoming the worker goes on strike. He demands and gets higher wages. So it is but natural that to meet these increases the employers must increase the price asked for their goods. For if wages go up, everything else must also go up.

The sequel, therefore, to the whole thing is that trouble is bound to eventuate. Following the investigation, in which there was much talk of profits of from fifty to a hundred per cent., the average man or woman goes into a store and on being taxed $100 for an overcoat or suit, immediately jumps to the conclusion, despite the fact that he or she knows nothing of the retailer's troubles, that there is profiteering some place. The investigation, so far as can be seen now, has just placed a stick of dynamite in the hands of people who do not know its power. All this is going to stir up more trouble for the retailer.

No Increase in Profits

By the average consumer the fact is passed over unnoticed that the retailer is paying more for his goods to-day than he did in 1913, and that he has to put on increases. The profit, however, is the same, for while he gets a whole lot more for what he sells, he, too, has to pay a whole lot more for what he buys. He has to pay higher rent, his light and heat cost more, and he pays out tremendously increased salaries to his staff.

In the majority of cases the retailer marks his goods according to value, for to do otherwise would not be good business. There is no set rule to go by in marking clothing, but the man who marks his goods according to what they cost him invariably invites disaster. In the face of all this then, how is the retailer to reduce his profits when everything else is increasing in price? The tables in the wholesale houses are empty or nearly so, and it is difficult for the retailer to get the goods he needs.

Consequently, he is up against a situation to-day which is entirely beyond his control. He cannot get manufactured the goods for which he can get the business, and he cannot get adequate labor. The workingmen are not on the job as they used to be, and they are holding the "bosses" up continually for more money.

Must Protect Himself

Take when the traveller goes out. He has certain prices, but if goods go up in the meantime what happens? The merchant has to make provision for this so that the increase goes into expenses. He is compelled to protect himself.

With regard then to the suggestion that the clothiers sell the 1920 output at cost. Who is to pay the running expenses of the store? The merchant must make money or he goes out of business. He is not in it for his health. According to the Board, overhead expenses are too high, but here is where the landlord comes in. Rental is one of the biggest items the merchant has to contend with.

As matters stand now it is a certainty that neither manufacturer nor retailer will cut prices. The Government may take action and force many out of business, for there are few who can afford to stay in and lose money.

Perhaps the investigators will hand over, to help out the consumer, the money coming to them for their efforts to reduce prices. Will they?

Manufacturers of Canada Are "Game"

Heavy Losses Are Being Sustained Without a Whimper, Ed. Mack Told National Association of Retail Clothiers.

Boston Man Proposed That Partial Embargo be Placed on Shipments of Fabrics And Wearing Apparel to Canada.

TO the "gameness" of Canadian clothing manufacturers and their good sportsmanship, as evidenced in their stoicism in accepting losses, Edward Mack, of the Toronto tailoring firm that bears his name, and president of the Ontario Retail Clothiers' Association, paid a glowing tribute, while a guest at the sixth annual convention of the National Association of Retail Clothiers, held in the Hotel Sherman in Chicago. Mr. Mack, on being called upon by President Bodenhausen for a few remarks, stated that the Canadian organization was formed last year by a group of Canadian clothiers who had visited the National Association convention in New York and had returned convinced that a similar body would accomplish untold good throughout the clothing trade of Canada.

It was planned, said Mr. Mack, to establish similar organizations to the one in Ontario in the other sections of Canada, and that after Canada was thoroughly organized it was planned to affiliate with the National Association of Retail Clothiers. He touched then on the question of manufacturers advancing prices after goods were sold, saying:

Manufacturers Good Losers

"Canadian clothing manufacturers are losing from $4.50 to $8 a suit on their Fall deliveries, through underestimating advancing labor costs, but our manufacturers up there are game. They are going to take their medicine and deliver the goods at original prices."

With the question of high prices and ways and means of lowering them dominating subjects before the American people it was just to be expected that throughout all the sessions of the convention this vital topic should have the centre of the stage. One of the most loudly applauded motions of the entire meeting was that unanimously carried to the effect that the association extend to the Government "its assistance and help in every way possible to lower the high costs of necessities."

"We realize," the resolution stated, "that the future peace and prosperity of the country, as well as of business generally, depend upon getting back as soon as possible to normal conditions."

One of the real sensations was the proposal that a partial embargo be placed on the exportation of textile fabrics and wearing apparel "to avert a revolt and charges of profiteering" next Spring, when the present tremendous advances in the wholesale markets begin to be felt by the consuming public. It was felt that the needs of the American consumer should be supplied first at reasonable prices.

"ED." MACK
President of the Ontario Retail Clothiers' Association.

Would Hit Canadians

During the executive session of the members it was planned to direct the efforts of the legislative committee to securing embargo legislation, particularly against shipments of fabrics and wearing apparel, to Canada and South America. In asking for the embargo Frank J. Kennedy, Boston, said: "I understand that Canadian manufacturers are offering all kinds of prices for goods to ship to Canada and that immense quantities of fabrics, ready-made garments, shirts and shoes are being sold for export to foreign countries to the great detriment to and at the expense of our own consumers."

Perhaps the most drastic and widely-argued resolution discussed on the convention floor was directed at those manufacturers "who have sold on future order merchandise at certain agreed prices and have subsequently resold and delivered the same commodities at advanced prices and refrained from shipping to the original purchasers." It was decided to appoint a special investigating committee to look into charges of this nature and to call on manufacturers, so charged, to produce their books for inspection.

The manufacturers' side of the advancing price question was well presented by Chicago and New York men, a stirring defence being registered to the accusations against clothing manufacturers generally, it being emphasized that the specific faults of the few should not be accepted as applying to the majority. They drove home the point that their respective markets are doing their utmost to co-operate with the retailers in meeting the acute problems confronting the entire industry to-day. The prediction was made that prices next Spring would be higher than those of the present season. It was contended, too, that the clothing manufacturing industry can show a clean bill of health as far as profiteering and high prices are concerned, and that the manufacturer of clothing who escaped without a loss this Fall would be a fortunate individual.

Retailers Are Satisfied

That the retailers believe most manufacturers are treating them fairly in the question of prices and deliveries was exemplified on the last day of the convention, when it was unanimously voted to pass a resolution commending the majority of manufacturers who have lived up to their contracts and have taken every step possible to make deliveries of merchandise.

The resolutions adopted condemned the luxury tax and the manufacturer who sells at retail. A joint committee for the retailers and the furnishing goods manufacturers, similar to the committee of clothing makers and retailers, was provided for in one of the resolutions. Protest was entered against the establishment of credit agencies to investigate retail credits.

"During this crisis through which we are passing," said one man, "nothing is gained by charges of profiteering and demands for investigation of manufacturers' books. It is a time when the closest harmony should prevail between manufacturers and retailers and they should be working together to help bring about a return to more nearly normal conditions."

But unquestionably the airing of the opinions expressed at the convention and the opportunity given manufacturers to tell their side of the story brought about a much better understanding between the two branches of the industry. As one retailer expressed it: "I am going home with a clearer conception of what the manufacturer is up against than I had when I arrived."

By unanimous vote the convention also went on record as advising its members not to place one dollar's worth of orders for merchandise, the price of which is to be fixed at time of shipment.

TO REPRESENT THE WEST

H. J. Symington, K.C., has been appointed to represent the Governments of Manitoba, Saskatchewan and British Columbia at Montreal, when the Board of Commerce enquires into the prices of textiles and boot and shoe prices. It was decided to take this step with the approval of the other Western provinces. All provinces accepted the proposal with the exception of Alberta.

EXHIBITS AT FALL FAIRS ARE "MAGNETS" FOR LIVE MERCHANT

Smart Display of "Wearbetter Clothes" at the Toronto Exhibition Opened Public's Eyes to Fact That Hawley Walker, Limited, Had Branched Out Into Clothing Business for Children—Transfer of New Department to Basement Proved to be Good Business.

BRANCHING out into the clothing business for boys just about a year ago, the G. Hawley Walker, Limited, fought tooth and nail month after month for a foothold and at least a share of the trade enjoyed by the other clothiers in Toronto. Thanks to judicious advertising and other progressive methods, considerable success was met with, but the firm registered a real "ten strike" at the Canadian National Exhibition when it hit upon the idea, and carried it into effect, of an exclusive display of juvenile apparel. The sequel to this experiment, for it was an experiment, is that to-day hundreds of parents are comparing the children's clothes carried by Hawley Walker with those stocked by competitors.

Chance at Fall Fairs

Now that the day of the Fall Fair is at hand and merchants in rural districts are considering how best to place their goods before the thousands who "do the fair," the Hawley Walker idea might well be experimented with. For it is a fact that at the time of writing this wide-awake Toronto firm is selling between fifty and sixty suits for boys, whereas before the "Ex" there was neither "regularity" nor "stability" to the trade. On one Saturday alone—the last in September—twenty-seven boys' suits went from this one store into Toronto homes.

And how did all this come about? What fairy godmother waved her wand so effectively over the Hawley Walker trade? The story is not a lengthy one, but what it lacks in length it makes up in interest.

"Wearbetter Clothes," the product of the Walter Blue factories, are handled by the Hawley Walker people, and it was the "Wearbetter Clothes" that the company "played up" in its exhibit.

"A Capital Advertisement"

"It looked to me to be a good way to introduce our boys' clothes and to let the public know that we are in this line of business," said G. Hawley Walker to MEN'S WEAR REVIEW, "and the exhibit was a capital advertisement. We are getting new business every day—and a whole lot of it is from this exhibit. Scores of people who came around to our stand at the "Ex" told me personally that they did not know we carried boys' clothing and I know that hundreds of others had their eyes opened at the same time."

The idea of the display, Mr. Walker explained further, was to give the public an idea of what could be found in the store and also to provide the opportunity for a talk. Nor were the calculations in this respect erroneous. Hundreds walked up to the booth daily, hands were shaken, mothers were made to feel at home and by the time the big gates closed for the last time connections with the purchasing public had been made that are sure to prove revenue producers for some time.

But to come back now to the boys' department itself. Hawley Walker first tried this department out on the main floor with the men's furnishings, but it was at last decided to make a transfer to the basement.

"We found, after experimenting, that it would be better by itself," Mr. Walker explained to MEN'S WEAR REVIEW, adding: "Some mothers, you know, like to take a little time at their purchasing and they feel more at home if they are in one corner of the building and not amid the general bustle of business on the main floors."

Upon the transfer being made there were some—an odd one now and then—who objected to having to go down stairs but the majority seemed please and to-day there is a regular beaten path from the front doors through the shop and down the little stairs, where juvenile apparel reigns supreme.

For some weeks past the boys' department has been particularly active and dealers in this class of goods are looking for a big Fall and Winter trade.

Guarantee Plan Popular

Supplementing what G. Hawley Walker said about the much-talked-of exhibit at the Big Fair, R. F. H. Walker, who has charge of the advertising and buying for the firm, stated: "People in all parts of the city are writing in to ask about 'Wearbetter Clothes,' and they seem satisfied with the information we give them. The two pairs of bloomers with each suit, too, is a real clincher. So, too, is our guarantee proposition. If a kid breaks through his clothes in six months we make it good and parents

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Magnet For Crowds at Exhibition

An exhibit that attracted thousands daily at the Canadian National Exhibition in Toronto, was that of The G. Hawley Walker, Limited, a picture of whose display of "Wearbetter Clothes" is reproduced above. Since the Hawley Walker firm took this method of acquainting the public of the fact that they had branched out into handling children's clothing, splendid results have been noted.

Barber Shop for Kiddies and "Draw Slide" are Features of Stollery's New Emporium

Installation of Latest Word in Fixtures Shoves Big Men's Furnishings Store Well to the Front for Canada—Passing of the Dust-collecting and Prosaic Box is Noted in the "Heart of Toronto"—The Show Cases on the Main Floor Being Conspicuous by Their Absence.

THE elimination of boxes of all kinds and, in fact, everything that is unsightly and calculated in any way to detract from the bright and up-to-date appearance of the store is the idea embodied throughout in the fitting up of Frank Stollery's big establishment at the corner of Bloor and Yonge, in the "heart of Toronto." Mr. Stollery, who has branched out into handling children's apparel after eighten years in men's furnishings, had faith in the Bloor and Yonge corner even in the days when it looked as though the public would do the bulk of its buying in the King and Queen district, and that he still believes his corner will be the coming business section is evidenced by the elaborate manner in which he has enlarged and arranged his store, all the latest touches in fixtures and suggestions being utilized even to the installation of a barber shop for children—an innovation for Toronto, and something which until just recently has been almost monopolized by live merchants south of the forty-ninth parallel.

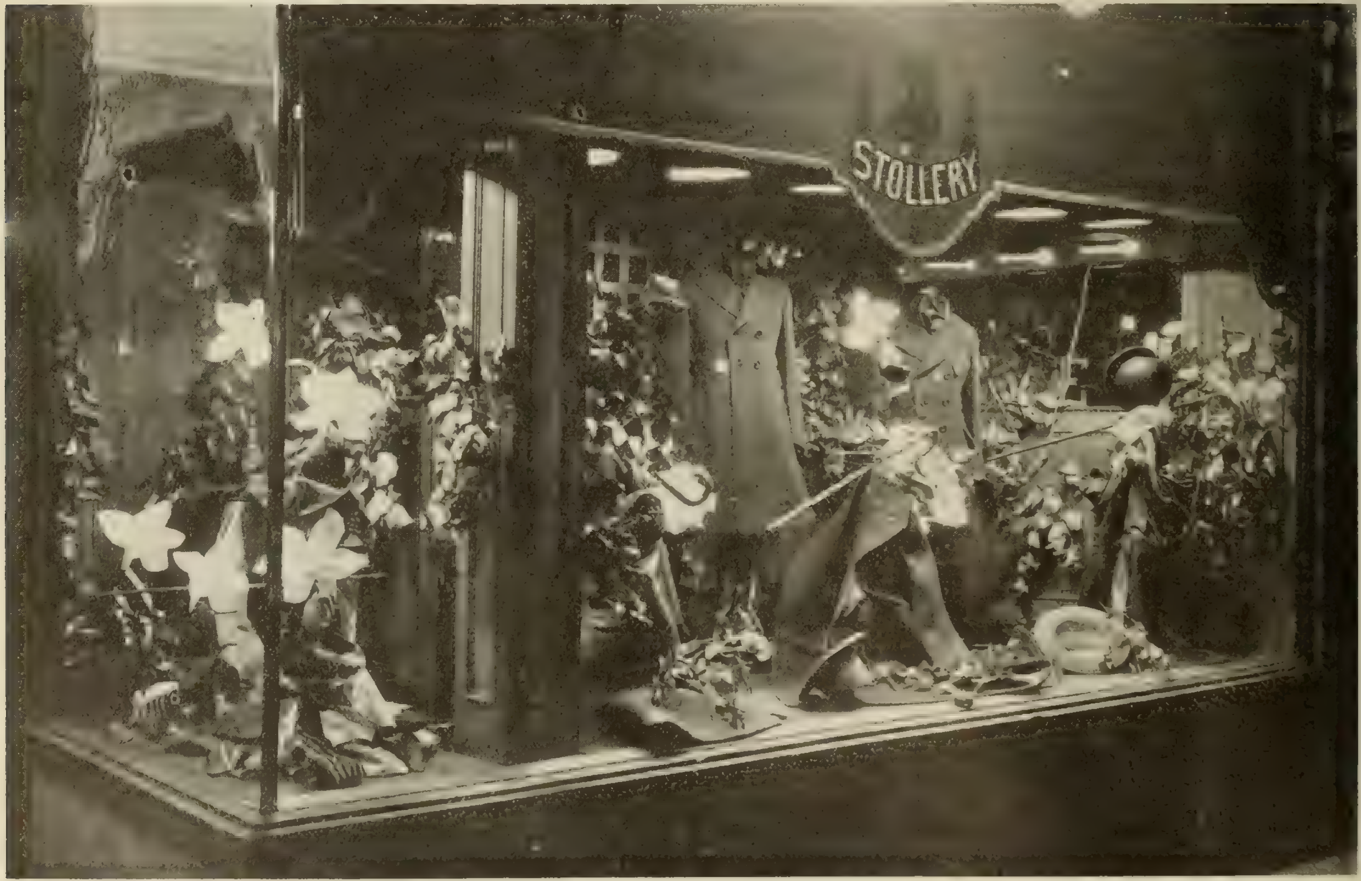
"Very Latest" Installed

C. W. Hunter, for Jones Brothers, dealers in store fittings and barber supplies, with headquarters on Adelaide street, Toronto, supervised the altering and planning of the new store, as well as the installation of the fixtures and trimmings. And, it can truthfully be said, that no city in Canada boasts of a finer-appearing haberdashery. On the main floor, where men's furnishings hold sway, showcases have been done away with entirely, only the "draw slides" being used. Time was, and that not so very long ago, when showcases were the "whole thing," but the "dernier cri" at the present time is the slide effect, which is used by the clerk to both show and sell what he has in stock.

"I don't know of a finer or better equipped emporium any place," said H. Teasdall, who looks after the buying of men's and children's clothes, also the advertising. "Nor," he continued, in conversation with MEN'S WEAR REVIEW, "do I know of a store that is better able to handle the trade of men and children who like to be faultlessly dressed."

Entering from Yonge street, between two large display windows, the prospective purchaser finds himself in a men's furnishings section, which has all the appearance of a veritable palace. There is just the one entrance on Yonge street, but there are two from Bloor, three

How's This For Showing Latest in Overcoats?



Nothing more dressy nor more stylish has been seen in Toronto for a long time than the above, which is a reproduction of a "Winter Window," fathered by C. L. Brown, who is the "Display Artist" for Stollery's, at the corner of Yonge and Bloor Streets. The window, which was a feature of the Fall opening for men and boys, was of $37.50 overcoats and neckwear at 95 cents, the latter being shown in the vestibule window. Autumn foliage and handkerchiefs, tastefully arranged, did not detract by any means from the striking effectiveness of the showing.

Nifty Shirts and Natty Little Suits

Above are shown some of the latest in shirts at $3.65, the window being one set for the Fall opening for men and boys at Stollery's, at the corner of Yonge and Bloor Streets. Carrot-colored trimmings were used, together with canes and ties and Autumn foliage, and to the inquirer asking if the effect caught the eye, the response might readily be made: "We'll say it did." The boys' junior suits in the vestibule window were all worked up nicely in blue, blue plush being used to enhance the color scheme.

display windows on this side setting off the exterior of the store to excellent advantage. The opposite side of the store inside is taken up with hat cases and the fourth boundary is taken up with a broad staircase, flanked on each side by exhibits of underwear and hosiery.

Shirt Units in Centre

Gloves of all kinds brighten up the right-hand side of the big store on entering and next to this section is the one for collars, underwear coming next in order. Then there is the main staircase, on the other side of which is a long case for hosiery and display. At the front on the left are three hat wardrobes, a big array of caps being in close proximity with a triplicate mirror, which is meant to be highly useful as well as strikingly ornamental. Taking up the entire centre of the store are two sections of shirt cases, or, to be correct, "shirt units." In the same section are cabinets for displaying neckwear and miscellaneous goods for men, there being four on each side and two for the accommodation of umbrellas, cravats and headgear. Shirts, too, occupy a prominent place in the heart of the store.

The boys' and men's clothing, overcoats and suits, are all upstairs, each being handled separately in different ends of the store and on this floor some new "wrinkles" have been introduced. For instance, when departments like these are located aloft, it is a common thing to see the stairs branch off at the top, one sub-stairway to one section and a twin to the other. But this plan has not been followed out in Stollery's. There is just the main stairway, but, as might, perhaps, be expected, the visitor or customer is not faced after his climb with a blank wall. Instead, at the upstairs entrance there is a huge mirror, which not only gives the person coming up a chance for personal inspection or admiration, but also tends to reflect the two departments. In this way the "dead wall" effect is avoided and the first impression is distinctly favorable.

Barber Shop Popular

Clothing of all kinds for the kiddies is housed comfortably and neatly at the one end and in the corner facing Bloor street is an up-to-date barber shop in charge of a competent barber, who is rapidly becoming a favorite with the little ones and their mothers. The idea of this shop is to give the mothers a place to put their offspring while they wander around the store. Particular attention is paid to the trim or "cut" that is wanted by the fond parent, and three weeks after opening ninety hair-cuts were registered for the six-day period.

Boys' clothing occupies the shelves and cases along the walls and in the centre small suits for the very young are displayed in open cabinets. The toilet rooms are in the centre of the floor behind the stairs and in the rear of the kiddies' kingdom are the general and private offices, also the bushelling room. There is also a commodious fitting room on this floor, a special cabinet for "will call" merchandise and a wrapping alcove.

Many Triplicate Mirrors

In the men's department, facing out on Bloor and Yonge, men's overcoats and suits are ranged along the wall with

MERCHANT WOULD BE "PAL" TO ALL THE LITTLE ONES

Frank Stollery Aims To Get Kiddies Working For Him

The idea of using the personal appeal to the boy himself as a "business getter," finds favor with Frank Stollery, Toronto, who, in every boy's suit that goes out of his store encloses a letter written on nice notepaper and in the scrawling hand of one who has not yet entered his "teens." The "Stollery letter," which is under a stag head with the Stollery crest, follows:

"Dear Boy,—

"I am a member of the Stollery Suit Club and am now yours for life—and say, Bud, if you will only give me half a chance you can show the folks at home that I am a 'regular feller.' When I do wear out and I surely will, my twin brother will be right on the job. Yours for good clothes and more of them—

Stollery's."

The matter of punctuation is not carefully looked after in the epistle, but it is not grammar that Frank Stollery is setting out to teach, it is the gospel of "Buy from Stollery."

PUTS EMPHASIS ON "PERSONAL TOUCH"

One Merchant Believes in Thanking Every Man Who Buys A Suit

"Thank you for this purchase," is the first thing a man sees when he turns out his pockets after buying a suit of clothes from Stollery's, Toronto. In the inside pocket of every suit he sells, Frank Stollery has a card on which is printed in bold type the above expression of gratitude and the following advice:

"Should this garment prove unsatisfactory in any way, kindly return same and we will rectify matter to your entire satisfaction—STOLLERY'S."

Below is a line for the salesman's name and before he sends out his "sale" the man responsible is obliged to affix his signature.

It is just the introduction again of the "personal touch" and it is the "personal touch" that counts when it comes down to a question of successful salesmanship and the establishment of a worth-while connection.

several triplicate mirrors and so that the appearance of the floor might not be marred in any way the posts in the centre are all enclosed, cabinets filled with men's apparel being tastefully arrayed on each side. Light and display windows take up two walls and one end, giving what is termed a "perfect daylight store." Display shelves are arranged under each window and so posted as to show on the street and at one break in the Bloor street wall is a cabinet for the exclusive accommodation of dress suits and morning clothes. Display and sales tables are prominent on the centre of the floor, and on the Bloor street side two triplicate mirrors enhance the general effect.

The "New Way" revolving wardrobes and units are used throughout.

Referring to the department for which he does the buying, Mr. Teasdall said to MEN'S WEAR REVIEW: "We think this the finest clothing room in the country. Personally, I never saw one better. Everything is the latest, even to the racks, which are so placed that the man intending to buy a suit or overcoat does not have to throw down his old one in any corner or on any table or shelf that might be handy. The lighting system is a peach and that 'entrance mirror' at the head of the stairs is a real improvement on the general run of stores and far better than the divided staircase."

The men's department is fifty-seven by thirty-four feet and the children's measures out at thirty-five by thirty-five.

Speaking enthusiastically of the manner in which the barber shop plan had "caught on," Mr. Teasdall referred to the fact that Frank Stollery would rank as one of the pioneers in Canada of this idea. Clayman's in Vancouver carry such a feature and Ottawa and Montreal each boast of one. A straight charge of twenty-five cents is made and on the opening day, just to "wise up" the parents, five hundred tickets were distributed gratuitously.

At the present time Stollery's are not specializing in any particular line, all goods being bought in the open market.

"Anything that is good and up to the standard is acceptable," explained Mr. Teasdall, adding that a good deal of the men's wear was being purchased this season from Canadian firms.

"All their clothes are pressed to perfection and that counts a good deal nowadays, especially in the matter of children's apparel," stated the buyer, who was formerly with the Hudson Bay Company in Vancouver, having had charge of their clothing department there for two years and a half before coming to Toronto. He was also with the same company in Edmonton for five years before that.

A. O. Knight, of Huntsville, has purchased the tailoring business which has been conducted for many years by E. H. Flaxman.

HIGHER PRICES FOR NECKTIES, BELTS, MUFFLERS AND SOCKS

Buyers for Toronto Houses Bring Back Pessimistic Reports From New York—Tendency Seems to be Towards Further Increases in Popular Articles of Men's Apparel.

INCREASED prices for neckwear, mufflers, belts and socks may be expected by the trade and the general public before the passing of many more moons, if the reports of Toronto buyers who have been hopscotching around New York for goods are to be believed. The supplies expected these days will be higher, so the buyers say, and everything seems to be tending towards an appreciable advance.

Wholesale dealers in these goods have been securing their supplies from England, Switzerland and the United States, but there are labor troubles in all these places, and while the strike affecting the trade may not be in a silk mill or anything like that, it is a well-known fact that disturbances in one industry have their effect, just the same on other lines. More purchases than usual were made in the United States last year, but there has been so much trouble below the line lately that the goods from that country have been tied up in an appalling state. Deliveries, too, from Europe, have been slow, and, as a consequence, the Toronto men who handle these lines have not any more on hand now than they need. This reference is to those who are and have been particularly fortunate. There are some who cannot get the material, no matter to what lengths they are prepared to go.

Demand is Good, Too

In these days, were it not for adverse conditions there might be a chance of these men making money, but the shortage of goods and slow deliveries are proving a decided handicap, and there is not a wholesale man in the city who would not welcome additional stocks of belts, socks, mufflers and neckties.

Since the armistice, business in men's furnishings has gone ahead steadily, and the demand for belts and hosiery has been particularly good—a great deal better, of course, than during the war years owing to the fact that so many men have been getting out of uniform. With the advance of Winter, too, the demand for mufflers is expected to be particularly heavy, and were it not for the shortage that exists and the troubles with which the supply houses are faced it would not be long until pre-war conditions were restored.

Fall business in these lines is reported to be better than has for some years been the case, and this is attributed by the men "in the know" to the fact that there seems to be plenty of money in circulation, and that the farmers are not without their share. On the whole, trade conditions are remarkably good, notwithstanding the advance in prices.

And that prices have advanced and will advance still further no man acquainted with conditions will attempt to deny. Raw materials are going up rapidly, and all the materials the manufacturers have been able to buy are closer to the skies. Since the first of the war the general public has had such experience with advancing prices that they have practically become accustomed to them now. And so has the manufacturer. But the latter is, perhaps, the most surprised man of the lot.

All Textiles the Same

With the cessation of hostilities he was inclined to the belief that reductions would be in order, but the war continued so long and world business was so completely disorganized that the reverse has been proved to be the case.

"The public," said one wholesaler to MEN'S WEAR REVIEW, "can expect to pay more from now on for belts, neckties, mufflers and socks. And it is the same with regard to all textiles. The advance on hosiery especially has been steady, and in some cases our prices have gone up as high as twenty per cent. on repeat orders."

Lack of production is put down as the real trouble, but there is a spirit of optimism abroad that this will not continue indefinitely. The worker, it is believed, will get tired of striking all the time, and then will come the end. However, the men who have been buying or attempting to buy in New York would not raise the public's hopes unduly for the situation to-day is mighty uncertain, and when the drop does come it will not be anything sudden or big. Prices, they say, will drop steadily as they advanced and in strict accordance with the law of supply and demand.

EXHIBITS FOR FALL FAIRS

Continued from page 37

generally recognize the fairness of this proposition. When a mother wants a suit for her offspring she sometimes wastes considerable time in critical scrutiny, but we have found that there is a minimum of haggling when it is known that two pairs of bloomers go along with each suit."

In less than a year the Hawley Walker boys' business has increased to such proportions, due to the injection of progressive ideas, that at the time of writing the whole front of the cellar is being torn out and fitted up so that three times the space will be available.

Smart Window Displays Characterized Toronto's Show of Fall Furnishings

Colored Goods Used to Advantage to Set Off Sombre-hued Garments of Winter.

DESPITE the reports of scarcity of goods, there have been this Fall some distinctive window displays in Toronto's haberdasheries. The display men always seem to find plenty of material to work with and to look at the windows along the streets one would never suspect that dealers in men's wear have been strictly "up against it."

Studies in black and white have been favored by some of the "dressers" for local stores. White silk shirts with separate collars and knitted and moire silk cravats and ties, with white linen handkerchiefs and black canes to carry out the color scheme, have been found to make a good showing. Black velvet or similarly-hued cloth makes a fine floor covering, while white shirting shows up well in the floor drop. The use of different colors, which may be used either to harmonize or contrast with the goods displayed, is also commended.

Not All "Comfort Garb"

The "please take me home" appeal is generally well to the fore in windows of Toronto's men's wear stores, and since the opening of the present season this has been particularly emphasized. Overcoats, gloves and mufflers have been artistically arranged, and, as if to show that not even Jack Frost can compel Torontonians to put comfort ahead of style, there have been not a few windows which depended for their value on fancy shirts and socks, nifty belts and snappy neckties. It has been noted, too, that artificial sheaves of wheat, gaily-hued flowers like unto the sunflower in size, and leaves outstanding because of their Autumnal tint, have been conspicuous in the stores situated along the main arteries of the city. The "Brass stores," for instance, put not a little emphasis on the big flowers as a drawing card for the eye.

But to come back to window dressings proper: In a great many of the stores the puffing in the collars of the coats have been pink and palm leaf green. Fancy handkerchiefs to harmonize with the shirts or ties have been more or less on display, and orange brown combinations have been rather conspicuous on shirtings, although not a few compelling stripes have been noticed.

All Kinds of Headgear

And as for hats, there have been "lids" aplenty. Derbies and soft headgear, different colored velours being well up in the displays, have been piled high in Toronto windows. Nor were the prices less varied than the styles and shapes affected. They ranged from two dollars and a half up—and then some. The popular-priced encasing for the dome, however, seemed to be between six and eight dollars. A good many bore the four-dollar ticket, but even where the "four" was shown it was not hard to find its eight-dollar brother. Browns and greys seemed to be popular with the men who turn out hats of soft variety and the browns bore shades which ladies acquainted with such things might term: wood brown, seal, mocha, walnut, mahogany, moose, beaver, reindeer, cinnamon, cocoa and coffee. There might have been a number of other shades, but these ought to be sufficient to enable the average man to make a choice. There were not a few green hats in the exhibits, but, according to the salesmen, black velours seemed to create the greatest demand. Conservative lines, too, distinguish the Fall and Winter hats, a variety of finishes, such as smooth finish sealskin, short and long nap and silk-finish moleskin being embodied, freaky shapes being conspicuous by their absence.

Some Chicago "Novelties"

In Chicago something novel in the line of window-dressing has been attempted. In the "Windy City" two retailers at least have lately been showing displays that attracted no little attention. In Adams Brothers' establishment appeared one day a life-like sketch of Charlie Chaplin on an artist's easel and adorning the movie comedian's neck was a real tie. The effect is said to have been excellent. It would at least excite the curiosity of passers-by. In the hat store of Henry Paul, of the same city, there was a life-sized sketch of Bryant Washburn in one of the new Fall hats. Through a clever process of reproduction these pictures looked exactly like the artist's original sketches and the easel arrangement, with artist's rubber and crayon, helped to complete the illusion. The pictures were part of the window display service of the Merchants' Advertising Service, Chicago.

NINE POINTS FOR RETAIL CLOTHIER; CUSTOMERS' INTERESTS COME FIRST.

NINE standards of practice for the retail clothing trade, drawn up by the Associated Ad. Clubs of the World, were presented to the final session in Chicago of the Convention of the National Association of Retail Clothiers, but it was voted not to pass this resolution but to refer it to a committee, which, after careful consideration, would draw up a set of practical advertising recommendations that could be followed by every clothier. The "nine points" follow:

"We believe in truth and square dealing in merchandising. We believe that in the long run the thing that is best for the store is that which proves best for the customer. We, therefore, pledge ourselves without reservation to the following propositions, and it will be our endeavor to live up to them in every particular:

"First—We will consider first the interests of the customer.

"Second—We will permit no misrepresentation, either in our store, or in our advertising.

"Third—We will not permit careless, slurring or offensive statements either in our advertising or by our employees concerning competitors or goods sold by competitors.

"Fourth—We will not use comparative prices in our advertising unless the price from which the reduction is made was a price of the current season in this store, and unless a sufficient number of sales were made at such price as to indicate to us that it was a price at which goods would readily sell.

"Fifth—We will avoid such expressions as 'Sold elsewhere at ten dollars,' or 'Unusual value ten dollars,' or 'Value ten dollars,' or 'Made to sell at ten dollars,' or 'The ten dollar kind,' or any similar expression which would give the reader an erroneous impression.

"Sixth—In our advertising and in our store the expression 'all-wool' must mean that the fabric is all wool. The expression 'silk' will mean all silk, and will designate worm silk only. In every case our statements as to materials will be specific, according to our best information.

"Seventh—We will not use the expression 'hand-tailored' or 'hand-made,' except with the qualifications as to what portions of these garments are actually hand-tailored.

"Eighth—We will use every effort to avoid the misuse of trade marks.

"Ninth—We believe that the proper function of our store is to render a public service, and we will ever be guided by that thought."

Public Likes to be Coddled

Adherence to the Policy That It is Never Too Much Trouble to Show Goods to a Customer Has Helped to Make "Dunfield's" What It is To-day—Young Manager Tells How Business Was Built Up.

A FIRM believer in the policy that it is never too much trouble to show goods to a customer, and that it always pays in the long run to try to make a man feel at home, Gordon Dunfield is one of Toronto's young haberdashers who is "making good," and who is building up a business on a basis that will prove endurable. His father, H. Dunfield, founded "Dunfield's" as far back as thirty-five years ago, but for the past few years the elder Dunfield has been out of the game, and the "chip of the old block" has been carrying on in the approved Dunfield manner.

Heads Big Business

GORDON DUNFIELD

About a decade ago "Dunfield's" moved from the old stand at 94 Yonge Street because the business had grown to such an extent that in its old quarters it was cramped for room, and preparations were made to branch out anew on a more ambitious scale. The business had expanded to such an extent that it was impossible to either handle or show the goods satisfactorily, so when the change was made a better location was chosen, and the premises were fitted up and remodelled in such a way that further growth would not be retarded. What was expected came to pass, and three years ago a clothing depratment was installed. This met with great success from the beginning, the same policy as was in vogue in the furnishings department being adopted.

Sound Business Methods

Speaking to MEN'S WEAR REVIEW about the methods he had found valuable in building up the business, Gordon Dunfield said: "There are many ways of establishing and putting a business on a solid foundation, but I have always found that it pays well to treat the customer or the prospective customer just as you yourself would expect to be treated. For instance, it should never be too much trouble for a manager or a clerk to show goods to a customer. The man who comes into the store should be made to feel at home. It should matter not a whit whether he buys fifty dollars' worth, ten dollars' worth, a dollar's worth or nothing at all. If the man does not buy, the treatment accorded him should have been such that he will go out of the store feeling good, and not, as so many do, that he has been taking up a salesman's time, and is looked upon, in consequence, as 'cheap.'"

Immediate results, Mr. Dunfield would point out, are not all that the retail clothier should aim at. Results right off the bat, he admits, are not to be sneezed at, but when all is said and done, it is on the future that the merchant must build his business. Upon the men in the community he depends for his living and his profits, and it must always be remembered that the man who is not a customer to-day may be a big asset to the business to-morrow or next week.

Believes In Fine Fixtures

Mr. Dunfield believes, and his opinions on these matters were all formed through experience, that money spent in fixtures, on store fronts, and on any kind of improvements, is money well spent. And that he does not believe in having beliefs and not acting upon them is evidenced by the fact that just recently the front of the Dunfield establishment was torn out and a new one installed—one designed to meet the demands of a growing business, and also to harmonize with the class of goods on display. The very latest in fixtures have also been installed, the old ones—although good—being discarded to make way for the best on the market.

"A man has to have a place to show off his stock properly," explained Mr. Dunfield, "and it must not be forgotten either that in dealing particularly with young men you have to have the right style of front. The young man likes to see a store that is up to the minute in everything, and that is the kind of store in which he likes to deal."

"Good service always" is another motto which Mr. Dunfield has found to be valuable. For instance, if a man complains that the coloring of a shirt has slid out in laundering, or that the seams of a newly-purchased pair of gloves have given way, every effort is made to remedy the trouble. Very often a customer, on finding that something has gone wrong, comes back with blood in his eye, but after a heart-to-heart talk everything is gradually smoothed over and the angry one goes away appeased.

Never Pays to Argue

"It never pays to argue unnecessarily with a customer," declares Mr. Dunfield," and if a man is not satisfied I always want to give him back his money. We back up our goods, and by doing so we may be leaving ourselves open to a temporary loss now and then, but we retain the good will of the customer, and that is everything."

"I have always found," he added, "that if you put it up fair and square to the average man he will not try to get the better of you."

It is always Mr. Dunfield's endeavor to follow out closely the policies upon which the business was built. Truthful advertising is one thing on which great stress is placed. And it is the Dunfield belief that it is better by far to lose a sale than make it, if by any chance the purchaser might not be satisfied.

Mr. Dunfield is now thirty-four years of age, and a Toronto boy by birth and education. At the age of nineteen he entered his father's employ, and at the present time he does all the buying for the furnishings department, following out the policy here of confining his buying as much as possible to as few firms as possible. This, he thinks, brings good results, as the firms patronized always see to it that their customer is taken care of when there comes a time of stress such as the present, when it is difficult to get goods.

Competent Men in Charge

Every department in the Dunfield

store is in charge of a competent man, and the latter is responsible to the manager for the requirements of his department.

"Everything that man thinks he can sell we buy," stated Mr. Dunfield in commenting on this matter.

Asked to what he particularly attributed his success, Mr. Dunfield said: "I have stuck right to my business, and I stuck to it because I like it. I like to please the people who come into my store, and when a man applies to me for a position I always ask him if he wants to get in because he likes the work. If he is just looking for a salary he is no good, but if he thinks he will like the business and wants to attempt to build his future on it, then I believe he has a fine chance of making good."

According to this far-seeing haberdasher, the young man of to-day will have nothing but the best class of goods. Nor is it an easy matter to keep pace at this time with the popular demand, he says, explaining that production is away down and that nearly every article in men's furnishings is, in consequence, hard to get.

DRAWING THE CROWDS

Purple and Mauve and Green Velour Showed Off Shirts and Neckwear to Perfection

TORONTONIANS have not in many months seen a finer window display than that put on by Dunfield and Company recently, two-and-a-half dollar shirts and "dollar neckwear" being featured. Green velour was used for "flooring" and background and the shirts were tastefully draped over frames, the velour making an effective coloring for the articles on display. The trimmings were for the most part of purple and mauve and scattered over the window with a sort of studied disregard of uniformity were artificial sheaves of ripened wheat, natty canes of many colors and shapes and grey, tan and yellow gloves. The whole, especially under a shaded lighting system, presented a picture of window dressing that attracted the after-theatre throngs in much the same manner as a nearby fire would draw a crowd of school children.

PUBLIC LIKES VARIETY

"Give It to Them" is Advice of A. R. Keeler, a "Dunfield Man"

A faithful disciple of the gospel of changing windows frequently is A. R. Keeler, the man who puts the clothes in the window for the Dunfield Company.

"In my line," said Mr. Keeler to MEN'S WEAR REVIEW, "the window should be changed at least once a week and sometimes twice. It all depends, however, on the way the goods sell. But I have always found it good business to give the public variety and lots of it."

Mr. Keeler, who did considerable window dressing for Hamilton firms in the days before the war, has just been back from overseas a short time. "Over there" he served for eighteen months with the Fourth Siege Battery.

TIME IS HERE FOR DISPLAYS

Window Dresser Advocates Frequent Changes at This Season

THERE is a time of year when the young man's fancy "lightly turns to thoughts of love," but there is also a season when the wide-awake window dresser injects added pep into his work. And that time is now. The energetic man who dresses windows and who secures results, never lies down on his job, no matter what the season of the year, but if there should be such men in the business, these are the days when, in order to produce the goods, they have to put on a spurt.

"As far as I can see, there is no time in the year when windows should not be dressed frequently," stated Mr. E. K. Dallimore, dresser of men's furnishings windows for the Dunfield Company, when discussing this matter with MEN'S WEAR REVIEW.

Mr. Dallimore served overseas with the 70th Battery of artillery and on his return from the war zone he at once entered the service of the Toronto company.

"Of course," added Mr. Dallimore, "it means a lot of work, but frequent changing means just that much more business and that is what I am here for—to do my part in getting as much business as possible."

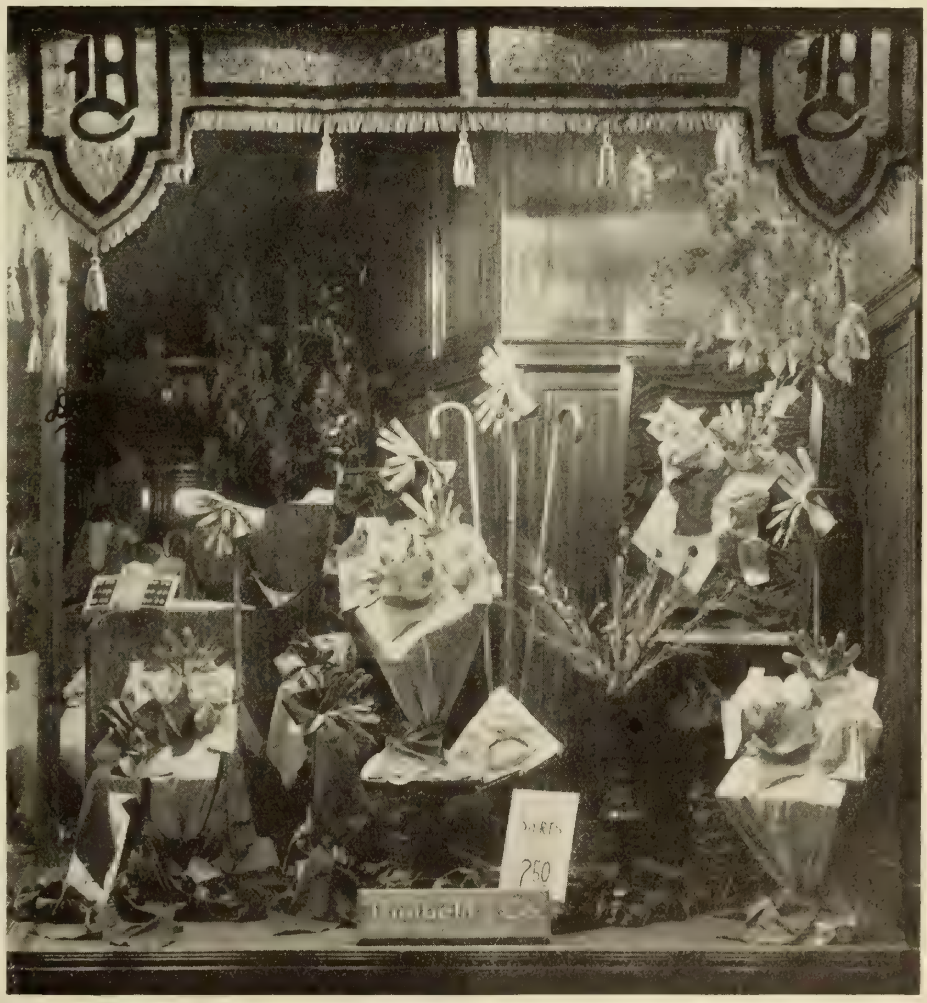
In conclusion he said: "That's what I get paid for—doing the work."

Mr. Dallimore holds to the belief that windows displaying men's furnishings should be changed every couple of days.

NEW STORE OPENED

W. F. Rogers, formerly in business at 22 King Street West, has opened a men's furnishings store at 1705 St. Clair Avenue West.

Some Real Style in Window Dressing



With green velours used as flooring and draping, and here and there a touch of Autumn in sheaves of artificial wheat and Fall-tinted foliage, Dunfield and Company, Limited, gave Toronto lovers of nice windows something to think about for a few days in October. The display depicted above is of shirts of hair-line stripes of mauve, green and blue, with natty pigskin gloves, canes and shaded Bengaline ties scattered artistically about. With colored lighting effects, the window was of the kind that could not but compel attention.

Cut In on Styles and Colorings

Suggestion That Might Help in Reducing Cost of Men's Clothing Offered by A. M. Hobberlin to Board of Commerce—Competitive System Failing to Keep Down Prices—Donald McKinnon, of Robert Simpson Company, Would Curb Exports to Roumania and Serbia.

CONSIDERABLE beating about the bush with results in the negative column has been done during the past month by the Board of Commerce in its so-called investigation into the clothing situation, but since the outset few, if any, of the men engaged in this business looked for anything startling in the way of a real remedy from this investigating body. That manufacturer and retailer alike, however, have been endeavoring to assist the Board to "get somewhere" is not to be denied, as there has been no dearth of suggestions offered by experts called upon to testify at the sittings held in the City Hall, Toronto. A. M. Hobberlin, head of the House of Hobberlin, Limited, was one witness who did what he could to give the Board something upon which to work. Mr. Hobberlin did not go into the details of his idea, but what he suggested was that a reduction in prices might be effected by the elimination of some of the host of styles and colorings which the clothing manufacturer of to-day has to be in a position to furnish. The competitive system, he said, was no longer keeping down prices, and, considering the cost of labor and material, he could only say that price-cutting could be effected by some workable system of standardization.

It was brought out when Mr. Hobberlin and Donald McKinnon, of the clothing department of the Robert Simpson Company, were on the stand, that there had been startling increases in the cost of labor and materials. Cloths, both witnesses admitted, had doubled in price since the war, some having tripled and some having even quadrupled, and the increased cost of labor they estimated at from 75 to 100 per cent. The general increase in manufacturing costs they placed at about 100 per cent.

Would Cut In On Exports

The idea of manufacturing a standard cloth was not favored by Mr. McKinnon, who pointed out that this plan had been tried by the British Government during the war and had proven a failure, the public refusing to adopt the idea. Purchasers, he explained, desired "individuality," and if there should be any attempt at standardization, he suggested that it should be along the lines of styles. Increased production he gave as the only real solution of the present-day problem, nor could he see any remedy until the shortage of both labor and material should be relieved. Mr. McKinnon also held to the belief that Canada's condition was such to-day that there should be a severe check on the exportation of clothing to Roumania and Serbia. To the manufacturers of Canadian cloth he also paid tribute, saying that in medium grades their product was better than that secured in England and that Canadian clothing manufacturers would be glad of the opportunity of using the whole Canadian cloth output.

That all firms appeared to follow the principle of arriving at a selling price by adding thirty-three and a third per cent. to the manufacturer's cost was another piece of information gleaned by the investigators who were reminded, however, that while this margin might be secured on the majority of the articles in a certain lot, yet there would likely be a number which would have to be sold at reduced prices, thus cutting down the margin on the entire assortment.

Mr. Hobberlin's Points

During the course of his evidence the points brought out by Mr. Hobberlin were as follows:

Increases in the costs of materials since 1913 ran from 100 to 300 per cent., the advance in wages over the same period being from 75 to over 100 per cent. and the hours per week being cut down to forty.

Hobberlin employees appreciated the Saturday half holiday and made up in extra production something of the four hours conceded to them.

Competition was keen between the manufacturers and dealers, there being no arrangement as to existing prices, the Clothiers' Association having been formed to negotiate with the unions, the matter of prices not being touched at all.

Advertising represented a cost of about a dollar a suit and travelers' expenses about fifty cents to the suit, it being pointed out, in reply to a question as to the advisability of having the Government advertise the goods in a book issued periodically, that the average business depended on the ability of its travelers and the cleverness of its advertising.

The total Hobberlin profit on manufacturing garments would be from 10 to 15 per cent. gross, the average of thirty-three and a third per cent. on retail sales being aimed at, but seldom realized.

In the years 1915, 1916 and 1917 the clothing business went down, picked up at the end of 1917 and was large in 1918, in comparison with previous years.

The Board of Commerce would have to go deeper than the question of overhead expense if it expected to do anything, this being but a small side of the whole thing.

Prices Expected to Rise

W. J. Burns, secretary-treasurer of the House of Hobberlin, produced certain statements asked for by the Board and Mr. McKinnon then took the stand. He did not expect the market to come down for some time. Clothes would, if anything, cost more, not less, because there was a decided shortage which had to be reckoned with. Between September, 1918, and September, 1919, wages had gone up about fifty per cent. in the Simpson factories; the factory expense was about fifty per cent. higher and the output from 20 to 30 per cent. lower. There was about the same number of employees this year as last and the hours were about the same.

According to Mr. McKinnon, Canadian manufacturers have been rationing their goods out to their customers, as in all the markets manufacturers could get only about fifty per cent. of the goods really required.

It was also brought out by Mr. McKinnon in his evidence that in 1913 the company manufactured goods to the amount of $100,000, this being increased to $200,000 in 1918; that the increase in medium lines of English goods would run about 200 per cent., the trimmings in the cheaper lines having advanced more than those in the dearer lines; that there is a shortage of cloth offering on the British market and has been during 1918 and 1919 whereas there was no such shortage in 1913; that the Canadian manufacturer, on account of the shortage, allowed his customers goods according to the proportion they bought before the war and to-day would not put new customers on his list; that in the Canadian, English and American markets only forty per cent. of what was wanted could be secured; and that, generally speaking, the manufacturing cost had increased about 100 per cent.

Mr. McKinnon stated further that it cost 100 per cent. more to-day to make a garment than it did in 1913, also that just straight salaries, no bonuses, were paid to factory employees.

Fewer Failures Recorded

Head of John Macdonald and Company, Dry Goods Merchants, Points to Books as Evidence That Prohibition Has Benefited Ontario—Greater Business Being Done by Dealers in Men's Furnishings, Also in Children's Shoes—Credit Men Are Having Easier Time.

TO substantiate his statement that business generally has been better since the advent of prohibition to Ontario, John Macdonald, head of the John Macdonald and Company, dry goods merchants, Toronto, points to the fact that since the enactment of the Ontario Temperance Act business failures among his own customers have dropped from thirty in 1915 *to but three since January the first of present year. In the Fall of* 1915, *he pointed out further in conversation with* MEN'S WEAR REVIEW, *fifteen failures among customers were recorded, but so far this Fall there has been but one.*

"There is no room for argument at all," said Mr. Macdonald when, in discussing the matter with MEN'S WEAR REVIEW, *he pointed to his books and showed that he had figures to back anything he might say.*

"I think, and am convinced, that prohibition is a good thing for the country. My credit man, W. R. Holton, who has been with the firm for 38 *years, has never had such an easy time. His duties have never been so light as since prohibition became law. His books show that the need of pressing collections has almost completely vanished. It is worthy of note, too, that the one failure which has occurred since the first of June last was in no way due to industrial depression, but the result of a robbery, which swept the unfortunate shopkeeper's shelves almost clean of goods.*

"Our books indicate that since the advent of prohibition business has been sounder and more healthy than ever before."

Here the speaker cited an instance. "No business, I understand, has increased to such an extent as that of children's shoes. In the old days there were thousands of youngsters who never had a new pair of shoes in their lives when the open bar was in full sway. They were given hand-me-downs from their older brothers and sisters. But of late years these children have been getting their share of attention, and as a consequence, the shoe business has prospered.

"Take, then, the carpet men," continued Mr. Macdonald. "We do business with many of these men and they tell me that it would not be safe to do the business they do now if the bars were open. Now they know they will get their money. In the old days they were never sure of it."

Dealers in men's furnishings, the wholesaler said, were also better off to-day. Business with these merchants had been particularly good for some time and it was noticeable, too, that there were fewer firms going to the wall.

Referring to the steel strike below the line and the hold-out of the railwaymen in the Old Country, Mr. Macdonald stated that the dry goods business was bound to be affected. His company secured large supplies of goods from overseas and it would, he said, be too much to hope that deliveries would continue uninterruptedly if these disturbances continued.

Deliveries had since the signing of the armistice been fairly good and an advance in the men's wear trade had been recorded. Shirts had been hard to get during the Autumn months and in many other lines of a similar nature there was a shortage. This condition he attributed to the fact that a great deal of clothing of all kinds was needed. The boys doffing khaki had all to be fitted out again and there were many, too, who enlisted at an early age and who had grown so while over the ocean that on their return they found they had outgrown all their clothes and needed to be completely outfitted.

"Pretty nearly everything in the line of men's furnishings is short," declared Mr. Macdonald, adding in explanation, that instead of there being an increase in production to meet the increased demand there was less being turned out than formerly.

Shortage of Shirts Faces Country

For the First Time in History Demand is Away Ahead of the Supply—Indications Are That Prices Are Due for Another Boost—One Firm at Least Has Called in Travellers —Spring Deliveries Will Run Right Into June.

THE shirt industry, as a result of the war and changed conditions of living, is to-day on a sounder basis than ever before in its history, and in the days to come prosperity will shine on the men who are handling this line, but at the present time the situation for both manufacturer and retailer is bad, for although the hours for working have been reduced and wages increased more than 100 per cent. production has been cut almost to half what it was under ordinary conditions. Deliveries from the mills are very much below what they should be, this condition applying to Canada as well as the United States, and, as a consequence, prices which every person thought were high last season will be increased considerably within the next few months. For next Fall's purchase of yardage, for instance, there will be an increase of from at least 25 to 75 per cent., and, judging from present indications, there will be no cheap yardage for at least two seasons.

For the first time in its history the country is short of shirts. Spring deliveries will run right through until June of 1920, and the prices to every person interested in shirts will be high, for there is a shortage of labor, a scarcity of material, and an abnormal demand for the finished product. A peculiar feature, too, of the whole situation to-day is that the manufacturers of shirts are actually surprised that they are getting out the goods even at present-day prices.

Is Pinnacle Reached?

During the latter part of the month MEN'S WEAR REVIEW looked carefully into the situation, and there is no doubt but that manufacturers and wholesalers, as well as retailers, would welcome a return to conditions somewhat resembling normality.

Prices have gone up steadily from March of this year, when they struck their lowest ebb, until about mid-August or the first of September, when they again started to aeroplane. The reason was not so much on account of the increased cost of cotton, although this helped in a way, as it was because of low production and increased wages, all naturally reverting to the inexorable law of supply and demand. It was reasonably supposed, however, that with every mill running almost to capacity the supply would catch up on the demand, but this has been found not to be the case. This, therefore, accounts for the upward trend again in prices.

There is a belief among "shirt men" that this season should see the pinnacle of prices reached. But will it? Unless production catches up on demand, prices will certainly not recede. There seems to be no possible chance of such a thing coming to pass. One buyer, for instance, went to New York about the middle of the month feeling that the prices had about reached the top, but what did he find? There had been one or two offerings of slight recessions but this was apparently between seasons and not much business was being offered. Here, again, is where the demand comes in again. Shirting people had put a range of shirts on the market, but the demand was so great that they could see all the yardage ordered being speedily cleaned up. So, to prevent themselves running short, they "went back" and consequently the demand went up again.

BUSINESS WAS NEVER BETTER

A firm believer, like the head of the John Macdonald Company, in prohibition as a big help to the clothing business is J. J. Greene, managing director of the W. E. Sandford Manufacturing Company. Discussing this matter, Mr. Greene said: "We have a number of retail branch stores in connection with our firm, and I have no hesitancy in saying that since the Ontario Temperance Act came into force trade has never been better with them. Women have more money to spend on clothing for themselves and the children, and men seem to spend more money on their own clothes.

"In the business of the plant there is a stability of the finances of customers which I personally attribute to prohibition. The other day we had one failure reported, which I believe is only the second we have had on our hands this year. Never in our long experience have failures been so few or prosperity greater. I have not the slightest doubt but this is largely attributable to the effects of temperance legislation."

Fibres More Expensive

Colored yarn goods which were once bought at 32½ cents are now quoted for next Fall at from 50 to 55 cents, and, at that, the supply is short. At the present time there is not one piece of white fibre silk to be purchased in New York. Nor will there be any offered until the first of the year. This line of goods is practically controlled by one concern. This institution supplies at least 75 per cent. of the goods. When their line is opened the man looking for a supply may get his share, but he will have to take sharp advantage of his opportunity for anything he fails to land then he will not get later on. Fibres, on the whole, are more expensive to-day than they have ever been, and the scarcity is just as great. In fact, they are scarcer now than they have ever been.

When cotton was on the up-grade, silk was not increasing in price anything like proportionately, but in the past twelve months silk has gone up proportionately more than cotton at any stage, for the simple reason that the whole source of supply was practically in Japan, the Italian market being closed through war conditions. With the advent of the Italian market again, however, silk should be a little easier. But, again, will the demand permit of such a desideratum?

Silk shirts are 50 per cent. higher to-day than they have ever been, and, to make matters worse, the demand is far greater than it has ever been. If it is in place to make a prediction it might be said that what is undoubtedly coming to pass is that on account of the excessive price of silk shirts there will be a readier sale developing for the better class of cotton goods. There will still be a big "run" on silk shirts, but better cotton shirtings will also be popular.

Deliveries Will Be Slow

Deliveries of Spring yardage promise to be very slow. As a matter of fact, there will be a lot of Fall shirts that will not be delivered before Christmas, because the yardage will not be delivered. This condition, too, is general. As for the American market, it might not be out of place to venture the opinion that during the coming year it will be the highest in the world. Across the line the market goes up and comes down in very much the same way as the average American elevator. Speed is characteristic. On the other hand, the price of English goods may appreciate on good business principles. If they do appreciate it will be only because it is necessary. The Englishman will be slower to come back to normal for he will have to see that he can do so before he decides to take the plunge.

After the armistice was signed a certain amount of goods was let go, as it was expected that prices would drop and while these goods were on the market the mills closed up and production was stopped. It stopped effectively for five months, so when the demand came again the yardage was practically eaten up and all kinds of prices were offered. It was then up to the mills to produce a year's supply in seven months, but the impossible cannot be accomplished and the inactivity of those five months is having its effect on the situation to-day.

Begging For Shirts

To probe still further into the situation, there is no doubt but the manufacturers are unable to get the goods. Consequently, they are not taking orders ahead. Retailers are clamoring for goods, and while in Kitchener on an investigating tour MEN'S WEAR REVIEW was shown a letter from one retailer begging for shirts, "even a dozen." Another letter was shown him from a textile company, stating that it would be injudicious to quote prices at the present time.

Hence, in view of all these things, together with the fact that the shortage of goods is getting worse and there is no chance of a drop in prices, there seems to be justification for one of Canada's best-known shirting companies calling in all its travelers.

If there is anyone looking for a drop in shirt prices he may as well prepare himself for the worst right now. There will be no drop for a year at least. Some big houses have enough goods on order to last for another twelve months, but they do not know when they will get the stuff in. Every time new samples of merchandise are looked at a very definite advance is noticed.

To quote one "king" in the business: "Anything bought to-day at any price is bought right."

Many Buying Heavily

In the past Canada has been troubled with an over-production or an under-consumption of shirts. But just now many retailers are over-buying, and this, of course, makes things bad for the entire shirt trade. And the reason for this is not hard to find. The retailer knows that the Fall prices for 1920 will be much higher than they are at the present time. Consequently, he will take anything that is offered and lots of it.

Regarding the future, however, no fears are entertained. The Spring of 1920 will undoubtedly be a big season. After that the "shirt game' should be reasonably prosperous. To-day shirts are not being imported because the United States market is so short of shirts that many manufacturers will deliver only three-quarters of their orders. They will accept orders, of course, but they all make it plain that they will deliver on a set date only what has been completed by that time.

The "shirt game," it must be remembered, is entirely on a new basis to-day to what it was before the war. Prior to the commencement of hostilities shirts had never been displayed as individual garments as they are just now. Then they were thrown in the window just to show off something else. To-day, though, the shirt is displayed just as a suit or a necktie is displayed.

Competition Always Keen

Another reason advanced for the high cost of shirts is the fact that the cotton growers are banded together closer than ever before. Headed by business men, they are actually studying scientifically the growing and marketing of cotton. They feel that the new standard of living will not permit them to sell their goods cheaper than they really are doing. With the shirt manufacturers, however, there has never been any kind of organiaztion. They have always been in hot competition and that is why there has been no stigma of profiteering.

A shirt can be made out of almost any class of material, but there is only the one kind of cloth made in Canada —the printed cloth. There are, of course, some white cottons, but all the other cloths have to be imported and are subjected to a high tariff. A duty of 32½ per cent. is added to the cost to the manufacturer and this naturally brings the price to a fairly high level. The shirt manufacturer has to work with the tools at his disposal. He cannot make as good a showing as though he had the proper facilities. And, strange as it may seem, he longs again for the day when he could show about 200 different things to a customer and send the latter off happy with a small bill of goods. Present-day conditions of having nothing to show are not as palatable as the man on the outside might imagine.

The question of help is another thing that is eating into the heart of the man who makes shirts. In all the big Canadian houses material advances in wages have been made, the majority of them being voluntary, but it is a fact that the average three girls of to-day will not do as much as two girls would before the war.

In Rural Towns, Too

Then again there is the increased buying power of the rural towns. Time was when the traveler called on the smaller towns just to submit a few lines of low-priced goods because all those places wanted was shirts. It did not make any difference what kind. All that was asked for was a small stock of shirts, To-day, though, the rural town, like its big city brother, is looking for and buying something with an element of novelty in it. The rural town's business is not a big thing in itself, but it has developed wonderfully and all adds to the demand.

The highest-priced goods, too, all go first. It is admitted that people could live cheaper, but they want the best goods and naturally the manufacturer is not to be blamed for giving the public what it wants. For some time there will be high-priced shirts, but an absence of "creations" will be noticeable; the market will not for a time see anything that it never saw before. For the manufacturer would be foolish to bring out anything of this nature. A "creation' is usually used as a sales stimulant.

But if there is any one thing that is not needed to-day it is a sales stimulant.

BREEZY BITS ON BUSINESS

The day of the "straw hat riot" for 1919 has passed. A few antiquated and weather-beaten "lids" braved the elements in October, but he is a brave man who attempts to introduce or perpetuate Summer styles in November.

Spurred on to action no doubt by the chilling blasts that entered with October, thieves broke into the workroom of the Oak Hall plant in Hamilton and carried off two suits and an overcoat, the total value being $115.

Roland Hill, a shoe merchant of London, Ont., suffered to the extent of $3,800 worth of negotiable bonds when burglars entered his premises. Members of the staff were of the belief that they had fixed the combination before leaving for the night.

According to Frank J. Allen, Collector of Customs for Winnipeg, wholesale importers, cannot take advantage of Dominion customs regulations as an aid to keeping up clothing prices. Mr. Allen states that it sometimes happens that goods are purchased in England at prices lower than the prices prevailing at the time they are shipped, and in such cases it is the rule that an extra special duty of 25 per cent. be added to the purchase price. In this way the importer is prevented from reoresenting in his invoice that the goods cost him more than they really did

An interesting address on "Life Insurance as a Vocation" was delivered by F. W. Stewart, of the Cluett, Peabody Company, Limited, Montreal, at the monthly dinner in that city of the Imperial Life Insurance Company's staff.

Pins used to do up silk shirts found in an automobile alleged stolen from the garage of Peter McMorrow, Kitchener, Ont., led to the arrest of Harry Parker and Ernest Tillard, Windsor. The pair were suspected of stealing more than two thousand dollars' worth of silk shirts and clothing from the store of R. H. and J. Dowler Company, Hamilton.

In Germany clothing is said to be much cheaper to-day than on this side of the water, although food generally is dearer. Forty dollars is reported to be a high price for a German suit of clothes. An ordinary felt hat is said to cost $2.40 and a pair of shoes $6.50.

Announcement has been made that the W. E. Sanford Manufacturing Company is to erect a new factory at the corner of Catharine and Jackson Streets, Hamilton, Ont., at a cost of $58,000.

High Prices Traced to Source

Board of Commerce Learns From Experts That Present-day Prices Are Direct Results of Increased Cost of Labor and Raw Material—Manufacturer and Retailer Not to Blame, Investigation Shows—Little Hope of Reductions.

WHAT the Board of Commerce, which, during the past month, has busied itself at times with turning the searchlight on the prices being asked for clothing, can accomplish in the matter of making conditions more bearable for all concerned remains to be seen, but so far it would appear as if the members had only increased their knowledge. A mass of information has been presented by men who know their business from the ground up—manufacturers and retailers of standing in the community—but there has been no suggestion of a remedy for either the man who produces the finished article, the man who sells it, or his brother, who pays over the necessary cash and takes it from the store.

A glance over the evidence adduced at the sittings, which have been held in the City Hall, Toronto, is sufficient to convince even the rawest onlooker that the law of supply and demand is still in full operation and that until pre-war conditions return, together with pre-war prices for labor and raw material, there is little hope of a change for the better. As a matter of fact, it is not improbable that there will be further advances. If it should so happen that raw material costs more, or if, as seems quite likely, the worker makes further demands, the manufacturer will be compelled to ask more for his goods and the retailer will, in consequence, be placed in that position where he too will have to make further demands on the buying public.

"Simply Wasting Time"

One of the most startling disclosures at the probe was that raw material is to-day some three hundred per cent. higher and that wages in general have advanced at least eighty per cent. All of which being considered, it was freely admitted by those who drank in the evidence that the man behind the counter is not putting prices on his goods that are unduly high.

Commenting on the mass of information that has been placed before W. F. O'Connor, K.C., vice-chairman of the Board, one of the best-informed of the witnesses who appeared unburdened himself as follows to MEN'S WEAR REVIEW: "Those men in there are just wasting their time. If they want information they are getting it and getting it in abundance. But they are just babies insofar as their knowledge of the trade goes, and it is impossible to see where they expect to do anything. If they can change conditions so that the manufacturer and the retailer can buy right, then they can see to it that the consumer gets his merchandise at low prices again, but if they cannot do these things, then they are simply wasting time."

RETURNED MAN DRESSES WELL

A point that is brought out by retail merchants who deal in men's clothing and furnishings is that the trade of the former fighting man is well worth going after. "The returned man, as a rule, is a good dresser," is the manner in which one retailer expressed himself to MEN'S WEAR REVIEW. *He could not explain why this was particularly the case but business experience had shown him that he had grounds for his statement.*

It may be that the average soldier was so long in a uniform which, perhaps, fitted him only in spots and which in hot weather was particularly uncomfortable that he came to realize the benefits of being well clothed. But, no matter what the reason, it is a fact that the returned man could not get demobilized and out of his uniform and into "civies" quickly enough. And any money available soon went to the retailer. Nor was any old suit good enough. The best only was wanted. And so it has continued.

A hasty glance over the men with the little bronze buttons is sufficient to convince any one that the observant retailer was not far out when he credited the ex-warrior with being a "good dresser."

Speaking for the T. Eaton Company, J. J. Vaughan, secretary-treasurer, explained the organization of the business and the ninety departments of the store and mail order trade, after which he testified, in reply to questions presented by Col. W. H. Price, M.P.P., representing the Department of Justice, that the stock is charged to each department by invoices, the departmental manager signing and the general office doing the accounting; that the buyer is allowed to do business where he can make the best bargain; that the Eaton factories are forced to compete, even in looking for business from the Eaton stores, with outsiders, a preference in sentiment only, but not in dollars and cents being allowed to enter into such transactions; that department managers are given bonuses at the end of the year, these being based on general service as well as the sales and profits of the department, increased business and profits, general satisfaction and service being also considered; and that the bonuses for managers and salespeople were deducted before profits were estimated, these being charged up against the department and not against the cost of the goods.

Consideration of Bonuses

While delving into the subject of bonuses, Mr. O'Connor expressed the view that if large bonuses were paid to officers and only a small percentage of profit were declared on capital, a good newspaper case could be made out There was considerable talk then between the witness and the members of the Board on this matter, Mr. Vaughan registering objections on several occasions against submitting certain figures unless they were absolutely necessary. It all ended by the secretary-treasurer being asked to make out for the Board a statement of the bonuses for all departments. The president's slice, it was explained, was not charged up to the departments.

Pressed for further information along certain lines, Mr. Vaughan stated that in 1913 the sales figures for the Eaton clothing department amounted to $1,732,000. In 1918, he went on, the sales figures for men's clothing were $2,033,000, and for boys', $1,030,000, while for the first six months of 1919 the figures for men's and boys' clothing respectively were $1,250,000 and $554,000.

Stephen Hewgill, manager of the men's clothing department for the T. Eaton Company, who was then called, explained that in retailing a suit or overcoat, thirty-three and a third per cent. was, as a rule, added to the manufacturer's price. The selling price was always arrived at on this basis, this including all charges—the price paid to the manufacturer and the cost of laying the article down in the store. However, he added, the consumer did not always pay the additional thirty-three and a third per cent. He cited the case of a block of a hundred suits. Seventy of these might be sold at the regular price, but the remaining thirty might be put on sale in order to get rid of them. In this way a suit that was sold for $30 might be retailed at $22.50, "practically at cost."

Figuring Out the Profits

The annual turnover of the department he estimated at about 22 or 23 per cent. gross. He could not say how many times a year there was a turnover in his department, explaining that he was kept busy buying and selling.

Mr. Hewgill admitted that his aim was always to try to make a certain percentage on his department. He could not tell what the net profit on an article might be. On the operation of the department and not on any one article, he said, would the profits be figured out.

In response to a question, Mr. Hewgill stated that he treated the Eaton factory in buying just as he would any other. All things being equal, of course, he said, the Eaton factories were given a preference. He had yet to refuse to take any goods from the Eaton factories, he added.

"The outsider can get our business," he continued, "if he can give us a cheaper or a better article."

The same prices, the Board learned, prevailed for the city and the country trade. The city trade, however, called for a different—a better—grade of goods. Lower prices for cheaper goods prevailed in the mail order trade, but the profits were figured out on the same basis as for the retail trade.

The closing moments of the manager's evidence were featured by what was apparently an attempt on the part of the Board to get the witness to admit that "left-overs" from a certain block were not put on sale, but were put in with higher-priced goods just delivered, but Mr. Hewgill stated that he could furnish irrefutable evidence to show that this was not the case.

Buy Much in Canada

On being called to the stand, James McDonald, manager of the local Eaton factory for men's and boys' clothing, stated that he bought in Canada, the United States and England, although after the Lusitania disaster he had to keep away from the English market. Before the war the firm bought eighty per cent. of its goods in England and about 20 in Canada, but now the proportion was about 60 and 40. He found the market in England better than the one in the United States, and the prices on Canadian goods better than those on English goods. Asked to explain, he declared that there was better value in Canadian cloths. The increase in prices on English serges he placed at about 300 per cent., while Canadian cloths were from 100 to 115 per cent. higher.

Touching on the manner of doing business with the Eaton stores he stated that he had to make up samples and sell to the store just as if he was an outsider. He could not sell to them if the prices were not as good or better than other manufacturers. Prices were arrived at, he said, "through cost of labor and material and overhead expense with a small profit to keep safe." A big profit, he explained, was never made, as the factory's aim was to serve the stores and, through them, the public. The factory, like the store, had to "stand on its own feet." The aim of the factory with regard to profit was to make a net margin of about four per cent. on the output. He thought the present market was "about the peak."

In conclusion, Mr. McDonald stated, in response to a question as to whether the factory was running at its full capacity, that he could do much more if help could be secured. The cost of production, he thought, had increased about eighty per cent. —this being with particular reference to labor. The general increase in the cost of production he would place at about a hundred per cent.

Samuel Jaeger, Huddersfield, England, who buys in the Old Country for Hobberlin's, explained that the firm was not doing much Canadian buying now, as the Canadian manufacturers have their books filled and cannot yet take on further business. In the United States, he continued, there were no stocks on hand at all, and one big concern the previous week could only show 20 pieces. And three of the largest mills across the border, he added, had not yet shown their patterns for Spring. The prices for anything that could be got in Canada were higher, he said, than in England, but there was little to be got.

Continuing, he said that a suit of blue serge which used to cost four pounds now costs twelve. The hours had been reduced in England and the wool combers were now trying to secure three shifts daily, each of eight hours. He thought the enormous increases in prices on men's clothing were due to the tremendous increase in the cost of material, in great part. He did not anticipate a fall in prices for awhile as competition was too keen and the demand too great.

Wool Surplus Tied Up

Mr. Jaeger stated further that high prices were being demanded in England by the combers and spinners, while in the United States he suspected the jobbers of profiteering. Cloth was dearer in Canada than in England, but suits were cheaper here than over the pond.

Witness admitted that there was a big wool surplus at the present time, but that labor had monopolized the situation. The workers' hours had been reduced considerably. They used to work in two ten-hour shifts, but to-day the eight-hour shift was the thing. A set of combs used to cost a thousand pounds, but to-day they cost four thousand.

However, Mr. Jaeger declared, there were enough combs to keep the manufacturers going if they could be worked at full time.

GAVE AWAY "PRINCE BUTTONS"

Begg and Company, Hamilton, haberdashers, did a good stroke of business when on the occasion of the visit of H.R.H. the Prince of Wales, they gave away thousands of "Prince buttons" to the youngsters. To every boy over four years of age the store gave a button, the juvenile leaving, in return, his name in full, home address, school attended and father's name.

MANY NOVEL TOUCHES IN BOYS' TOGS

Vest Suits for Large Boys Are Popular—Corduroy Outfits Growing in Favor.

Typical high lights in connection with novelty features shown this season in boys' clothing are as follows:

Vest suits for the large boys, ridiculed when first introduced, have proven extremely popular, and large numbers of boys' vest suits are being sold.

Virtually every boy is buying the combination waist-seam and belt model. For boys who desire something different the belt is made in the back or three-quarters style, the latter anchoring by buttons on the sides.

The high-grade boys' belted suits are selling with buttons instead of buckles this year.

Corduroy suits are growing in favor. Formerly a corduroy was purchased solely for service. Now the people buy the corduroy because it is serviceable, but they also insist that it be well tailored.

For the tots Oliver Twist suits are big sellers, especially those with fancy silk tops and velvet or satin pants.

Specialization is not confined to men's clothes, for boys' stouts are being made up both in suits and knee pants. A considerable number of boys, buyers say, require wider than average garments, and stores are meeting this demand, both in its knee pants and suit departments.

Knee pants present one of the biggest problems in the boys' clothing industry to-day. One trouble is that few retailers will pay $48 to $54 a dozen, the price manufacturers ask for a good pant. They generally pay $30 to $36, and retail them up to $4.50.

The tendency toward better clothing continues. People who go into the store figuring on buying a $15 or $20 suit end up by paying $25 to $30.

Deliveries of boys' Fall clothing to the larger stores are better than expected. The counters are lined with stacks of suits, and the racks are filled with overcoats. The manufacturers have advised them exactly what numbers they can expect in a week, how many in two, three and four weeks, and how many may be expected later, but no definite date given.

The number of sales of boys' clothing expected this season is no larger than last season, but the volume will be larger because of the higher prices.

Few blue serge suits being sold for Fall. The boys generally want the fancy patterns.

Prices are not exceptionally high when values are considered, says the buyer. A suit sold with two pairs of pants now for $30 is better in the long run than suits which formerly sold at $15 with two pairs of pants, because of the stronger fabric and the neater tailoring.

GUARD AGAINST OVERSTOCKING

Superior Underwear Company, of Piqua, Ohio, Works Out Merchandising Plan For Benefit of Customers—Feels Responsibility Does Not End With Mere Sale of Union-suits.

WHEN the Superior Underwear Company, of Piqua, O., determined nationally to advertise their product and to extend their sales over the entire United States, they came to the conclusion that it would not do to simply refer to Superior as "The Perfect Union Suit," even when such reference was backed up in the advertising by a number of "reasons why."

The advertising could—and did—create a demand for the product, but there was another most important link in the chain which had to be strengthened and made secure. The retail dealer had to be given every possible assistance in selling the underwear and in securing repeat orders.

"In other words," to quote from Joseph Conlin, their Philadelphia representative in the "Retail Public Ledger" of that city, "we felt that the chief thing which distinguishes the first-class establishment from the mediocre store is service.

"Practically any retailer, provided he has the proper rating, can buy a line of goods, but there are lots of them that can't sell it. Because we didn't feel that our responsibility had ended when we induced a merchant to stock Superior union-suits, we determined to work out a merchandising plan which would not only show at a glance what lines of our goods sold best in a given territory, but which would also indicate how many dozen that particular store should stock and the very best methods of moving this underwear within the given season.

"One of our first steps was a thorough intensive investigation of the markets in the different States—what lines they bought and what lines they fought shy of. We knew, in a vague sort of way, that conditions weren't the same in Connecticut as in California, but we were amazed to discover just what these differences were, and the very fact that it took us so long and cost so much to make this Superior sales chart complete is proof that no retailer could afford to make such an investigation for his own territory at his own expense.

"Copies of this chart are supplied to our dealers and they can tell by a glance which of our numbers they are practically certain to sell with the least effort.

"We tell them frankly that they can order other numbers if they care to—possibly they can sell them—but it will be at the expense of added effort and decreased turnover, while they an almost certainly awoid both of these by following the chart which we have prepared.

"Again our investigations in each district are such as to plot completely the various subdivisions and to enable the stores in that section to know just how many suits of underwear they ought to sell every season. United States Government statistics show the per capita consumption of underwear is 4.8 suits every year. One out of every 2.35 persons is a man with buying power—so the problem simply reduces itself to finding out the number of persons in the territory of a given store, divide this by 2.35, multiply the result by 4.8, and the result will be the number of suits of underwear which the store should sell within the year.

"In Philadelphia, for example, there are approximately 2,000,000 people. Multiplying this by 4.8 the common divisor, we find that there are 160,000 dozen suits of underwear sold in this city every season, and by checking up these figures with the actual store reports it will be seen that the Governmental figures are amazingly accurate. Coming down even closer than the city as a whole, we can supply the population of any ward or even any voting precinct, with the number of stores in that territory, and tell any retailer exactly how many suits of underwear he should sell in a season, thus ensuring him against overstocking and at the same time, by the use of our sales chart, showing him which lines he should carry in order to employ his capital to the best advantage.

"Only the other day I had a talk with a dealer in one of the well-populated outlying districts of the city, a district which contains 20,000 people, and in which there are eight stores, therefore should sell 1,600 dozen suits of underwear every season, or 200 dozen each. But, of course, a number of men in their territory buy their goods downtown, and an allowance should be made for this. But even after we deducted a liberal estimate for this loss, the dealer was convinced that he was selling at least $1,000 a season under the figure that he ought to average. And a thousand dollars a season means a whole lot to the average store. Now, with the help of our advertising aids, our 'Always-in-Site' cabinet and the various other ways in which we assist the dealer, I think that he can recover a big portion of this loss within a single season and get it all back before very long.

Table of Possible Sales

"To show dealers at a glance just how many suits of underwear they ought to sell every season, the Superior Company has compiled this chart, based upon the population in the territory in which the store is located:

Population	Dozens
500	43
1000	85
2000	171
3000	256
4000	341
5000	426
6000	512
7000	597
8000	682
9000	767
10000	851
15000	1278

"This table, of course, is based upon the assumption that there is only one store in the district. If more than one, divide the total number of suits sold for the year by the number of stores.

"Then, in addition to these statistics relative to gross sales of underwear, the Superior Company has worked out very complete charts showing just what kinds of union suits are bought by the different classes of customers, the percentage of these classes in a given area, the sizes which should be stocked, definite directions for measuring customers and the 'Always-in-Site' cabinet which, besides making a very handsome display, insures garments against being mussed or soiled and also bring to view the high-priced suits, even if the customer doesn't care to buy these at the time."

INVITE PUBLIC INSIDE TO SEE WHAT YOU HAVE

"Ryrie's" Believe in Giving the Assurance That There Will Be No "Pestering."

Ryrie's, Limited, who stand well to the fore among the country's jewellers, have adopted a plan of inviting the public inside—a plan which might well be followed by haberdashers. Especially at this season of the year, when people like to look around a great deal before purchasing, is the plan worthy of adoption generally by the trade. In all their windows Ryrie's have neatly designed cards scattered around, and judging from street comment, the public likes and appreciates the invitation so generously extended. One card reads:

YOUR INVITATION

Just walk in any time—stroll around—make your comments—ask questions—stay as long as you like—the longer the better—go out again when ready. Nobody will bother you. We just want you to see what we have and what we are doing—then make your own decisions as to where you can buy best.

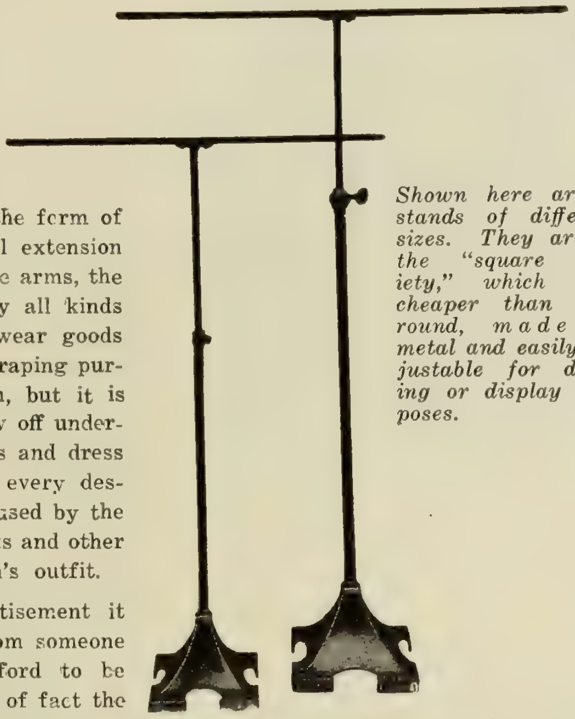
Another card reads:

DON'T HESITATE

The inside of this store is just as free for you as this window is. If you want to buy anything—well and good—but if you just want to look around you are quite as welcome. Come in and try it. Nobody will "pester" you with attentions.

HUMBLE "T STAND" IS THE WINDOW TRIMMER'S BEST FRIEND

Plain-looking Fixture Can be Put to Scores of Uses—Essential Always for Draping or Displaying Goods of All Kinds.



Shown here are T stands of different sizes. They are of the "square variety," which are cheaper than the round, made of metal and easily adjustable for draping or display purposes.

Plain looking it may be and simple, but the window trimmer or display artist has no better friend than the humble T-stand. Built like the letter after which it is named, or in the form of a cross minus the vertical extension above the cross-piece or the arms, the T-stand is used to display all kinds of merchandise, ready-to-wear goods and piece material. For draping purposes it cannot be beaten, but it is principally utilized to show off underwear, hosiery, silks, gloves and dress fabrics and garments of every description. It may be also used by the haberdasher to display belts and other requisites of a gentleman's outfit.

If this were an advertisement it might be said, quoting from someone else, "no store could afford to be without it." As a matter of fact the average store uses the T-stand so much that, in comparison with the number of times other fixtures are used, the T-stand might be said to boast of a batting average of sixty per cent.

This handy fixture is made in all sizes, from the petite stand for gloves, three inches or so high, to the six-foot skeleton over which the heavier goods, such as coats and cloths are easily thrown. Sometimes a bent top is used instead of the horizontal arms, and when this is done underwear may be shown off to greater advantage. Oval tops, too, are sometimes used, but these are generally called upon for service when any draping is to be done.

In any well-dressed window the T-stand or a suitable substitute is used all the way through. It is made of both wood and metal but the metal stands are the most substantial, and adjustments to certain sizes are easier.

In price the stands range from six dollars a dozen for the "petites" to as high as $84. The stands are divided into two classes, the square and the round, the latter costing from 20 to 40 per cent. more than the former.

The latest advance in price was last August, and at the present time there is no sign of a change, either for better or worse. An idea of the difference in prices between the square and round stands is conveyed by the fact that certain square stands sell at $36 a dozen while their round brothers are sold for $46.50.

"I have always found it," stated E. D. Harper, salesman for Clatworthy & Son, Limited, King Street West, in conversation with MEN'S WEAR REVIEW, "that the first thing the haberdasher buys on going into business is the T-stand. It is one of the first of the display necessities that is grabbed up. And it is because, while other fixtures are useful, they can only be used for certain things, while the T-stand can be put any place, used any way and so arranged as to display anything, no matter how little or how big."

GOING AHEAD IN BUSINESS

The Mayhew Hat Factory in Niagara Falls, Ont., was recently the scene of a daring robbery, from $3,000 to $4,000 worth of finished and unfinished "lids" being stolen. A big green auto was seen near the plant about the time of the robbery. The hats would be a very heavy load for a car and would probably fill the tonneau.

The anti-profiteering tribunals in London, England, have been down to business for some time, and among the commodities which are reported to have shown a slump since operations began are boots, clothes and hats. With regard to men's suits, West End reductions are in some cases said to be as much as thirty per cent., while children's boots have been changing price so rapidly that it has been impossible to estimate the extent of the decrease.

Thomas Roy Rennie, manager of the Standard Shirt Company, Montreal, is receiving to-day the congratulations of his many friends in the trade. He was married on September 30 to Miss Gertrude Mattinson.

Archer's, gents' outfitters, is the name of the new store which has been opened in Penticton, B.C., in the Mitchell block. The place has been thoroughly renovated and fitted up as a men's store, the proprietor, being an experienced man, knowing just what is wanted in this line.

An addition to its factory on Argyle Street, Fredericton, N.B., is being built by the John Palmer Co., Ltd., the latter having decided to manufacture a new line of footwear.

J. A. Moag, Smith's Falls, has opened a gents' furnishing business at 16 Main Street, West. Mr. Moag has been in the local office of the Molson's Bank for many years. He was a prominent hockey player before the war, but in 1916 he went overseas with the 204th Battalion, seeing considerable service in France.

N. V. Pipher has opened a new store in which he will handle all kinds of gents' furnishings at Cannington, Ont. He is well known as a furnisher and tailor.

M. A. Lancaster, who has for years carried on a men's clothing store on Johnston Street in Victoria, B.C., has opened a new store in the old Northern Crown Bank Building on Government Street. He has stocked up with a popular line of clothing for young and older men. The new store is known as "The Army and Navy Clothing Store."

UNDUE EMPHASIS PLACED UPON OVERHEAD EXPENSES

Board of Commerce, Investigating Prices, Fails to Realize That it Costs More to Operate a Business Now Than it Did a Few Years Ago.

DAYS and weeks have slid by since the investigation into clothing prices by the Board of Commerce, sitting daily at the City Hall, commenced, but little success has crowned the efforts of the probers to find traces of profiteering among manufacturers or retailers. There has been some talk from the investigating end of the organization about overhead expenses being high, and it has had to be explained that employees, both in factory and store, as well as on the road, will not work today for anything like the wages they did three years ago, when the cost of a suit was low in comparison to what it is today, that neither store nor factory can be lighted and heated at less than a considerable advance on the old figures, that there have been abnormal increases in rents and that taxes are double or more than double what they were a few years ago.

Eager Always to Hit Out

It has been particularly noticeable, too, throughout, that the investigators have been acting upon the famous principle: "Whenever you see a head, hit at it." An instance of this was recorded when, during the tenancy of the witness chair by C. B. Lowndes, of the manufacturing firm that bears his name, the statement was made by the witness "that plenty of cloth could not be secured, that the manufacturers, in fact, were rationed because of the fact that the girls are all marrying returned soldiers and others cannot be got to work in their places." Mr. Lowndes added, "The returned men are giving us this trouble," whereupon Col. Price remarked, "You should be only too glad that the returned men are back here and you should give them their goods without any profit at all." Witness then had to explain that he was glad the men were back and that his references to the returned soldiers had only been made in a joking manner. He did not blame the girls for marrying them, he said, but just the same, he wished they would come back to work for a time. He was sorry Col. Price had misunderstood him, but for the prober's benefit, he added further, that while his firm's employees were away they received their pay, while those who came back had been given better positions than they had before.

This did not prevent the Colonel from retorting, however, that the whole trouble seemed to be that during the war the manufacturers made a lot of money and now did not want to let go any.

"We did not make any great profits during the war," stoutly replied Mr. Lowndes, to which Col. Price again shot back: "Well, perhaps you didn't, but a lot of them did."

During the course of his evidence, Mr. Lowndes threw cold water on any suggestion of profiteering by declaring that during the five years of the war the firm's average net profit was three and a fifth per cent. He added that clothing would never again be got at the old prices. The day of the sweatshop was gone and returned soldiers were getting real money for the work that used to be done by Southern Europeans for from three to four dollars a week. The Lowndes Company, it was stated, tried to get a gross profit of twenty-five per cent. on the lower lines, and twenty-nine per cent. on the medium. Better goods in "mediums" could be secured in Canada than in England. An effort was made by the Board to bring out the statement that the inability of retailers to have orders filled would tend to enhance prices, but as manufacturers' prices are fixed earlier another failure was here registered.

Ninety per cent. shortage of labor and ten per cent. shortage of material were responsible, it was shown, for present conditions, manufacturers being right up against it in the matter of securing adequate help.

Col. Price's Calculations

In discussing the question of bonuses and salaries, Col. Price, in spite of the information given him that even extensive advertising failed to bring the required labor, expressed the opinion that salaries seemed pretty high. He also wondered if it was fair to the consumer to figure out percentage on every expense, adding: "Don't you think it is time to come down a little?" He apparently forgot that the whole thing comes down to gross profits and gross expenses, that a percentage has to be put on and that it would be impossible to put, say, a two-dollar profit on every suit.

"Wouldn't it be fair to everyone to base profits on the manufactured cost?" asked Col. Price, but he was promptly informed that instead of a percentage of twenty per cent. the retailer would have to make it forty per cent. It was not to be forgotten that if the public had to pay out more in dollars and cents now the manufacturers had to do the same. Only half as many suits are being sold now as in 1913. If as many were being sold, closer prices could be made. Manufacturers, it was pointed out, would be glad to sell at the same profit as in 1913 if the same volume of business was done.

CLOTHIERS ARE MAKING USE OF LABOR MANAGER

The new Trade Board, established some time ago to deal with labor problems in the Canadian clothing trade, is being rounded into shape for action and the services of a competent labor manager will, from now on, be utilized by the Associated Clothing Manufacturers in dealing with the workers, either individually or collectively, through their union. The work is to be entrusted to a high-class and well-educated man, preferably with University training, a man with executive ability and experienced in handling labor.

Under the terms of the agreement made with the Clothing Workers' Union here, a board of arbitration, consisting of two manufacturers and two from the union, under an impartial chairman, will, in the future, deal with all disputes and grievances.

"We hope to secure the services of a noted University man for chairman of the board, although no final decision has been made yet," explained Mr. Lowndes. "So far as the scheme of arrangement has worked out, there has been no need to establish a board of arbitration yet. We want a competent labor manager. We want a University-trained man, who has had experience in dealing with labor and executive ability. He will work for us and will be paid by us. His duties will be to keep in touch with the shops and try to adjust all grievances as they arise. He will meet the men and then deal with the shop steward, and if he cannot 'cure the scratch before there is a swelling,' the dispute will then go on to the board of arbitration.

"Ninety per cent. of the disputes are small, and we believe with a labor manager many of these will never be heard of after a man with tact and diplomacy has had a chance to deal with them."

Similar managers are being appointed by all the factories across the line.

NEW STORES BEING OPENED

Four Live Towns in Western Ontario Picked on as Promising Fields

During the past month four new Semi-ready stores were opened in four live towns in Western Ontario, Brantford, Kitchener, Woodstock and Welland. Unable to find a store in Brantford, C. F. Smyth bought a jewellery shop and auctioned off watches, clocks, diamonds, etc., so that he could conduct a business he knew most about—the men's wear trade. W. H. Mills, who is at the head of the Kitchener store, has been in the men's wear trade ever since he left college, and in Woodstock Fred and Beverly Hersee, recently returned from France, have started into the business.

THREE FACTORIES BEING ENLARGED

"P. K. Company" Takes Over Business of Perrin Freres Company at Montreal

Among the important business changes of the month was the passing of the long-established firm of Perrin Freres & Co., of Montreal, and the appearance in its place of the "P. K. Company," which has taken over the entire business of the older concern. The origin of the name "P. K." will be obvious when it is stated that the shareholders consists of Julius Kayser & Co., New York; V. Perrin & Co., of Grenoble, France, and H. W. Austin, of Montreal. The new firm will act as selling and distributing agents for the Kayser Company of Sherbrooke; V. Perrin & Co., of Grenoble; the Goldcroft Glove Co., of Yeovil, England; V. Perrin & Co., of Montreal, and Hosiers, Limited, of Woodstock, Ont.

In connection with the organization of new company MEN'S WEAR REVIEW is informed that the Kayser Company is arranging for largely increased production at Sherbrooke and new buildings already are in course of construction there. Moreover, a new leather glove factory of V. Perrin & Company has just been started in Montreal, and this occupies the seventh floor of the new Wilder Building on Bleury street. The factory of Hosiers, Limited, at Woodstock will also be enlarged.

Following are the officers of the new company: President, Edwin S. Bayer, New York; vice-president, William A. Shakman, New York; managing director, H. W. Austin, and secretary-treasurer, Jules Matagin. Mr. Austin was general manager for Perrin Freres & Co. in Canada prior to becoming managing director of the "P. K. Company," and had been connected with the Canadian end of the business for the past twenty-six years. The new company will not only have the advantage of increased production at the different plants, but the officers feel that there will be an advantage from the fact that all the directorate reside on this side of the Atlantic.

GARMENT WORKERS SATISFIED

During the latter part of the month the garment workers of the Amalgamated Clothing Workers' Union decided to accept the agreement which its committee had secured from the eighteen manufacturers of men's clothing in Toronto. Wage increases ranging from $3 to $10 a week were conceded in the agreement. The lower-paid operators receive the larger increases.

PROFITEERING IS CHARGED

At Manchester, England, a profiteering committee held that twenty per cent. too much profit was charged to Professor Tout, of Manchester University, for suits for his sons.

Holds Big Office

H. W. AUSTIN

Who has been appointed Managing Director of the "P. K. Company," of Montreal, successor to Perrin Freres and Company.

SHORTER DAY IN HAMILTON

Ready-to-Wear Merchants Now Close at Six o'Clock—Experiment a Success.

The early-closing plan has found favor with the leading ready-to-wear merchants of Hamilton, and after experimenting during the Summer months with the idea of closing at six instead of nine o'clock every night, they have decided that the new plan is best. Consequently Hamiltonians cannot now buy ready-to-wear goods after six o'clock with the exception of Saturday nights.

M. Levy, of the Liberty Clothing Store, East King street, is of the opinion that the new hours mean better business and better service from the shop clerks. When the stores were kept open at night, he explained, it meant that those who were on duty in the evening did not come back to the store until noon the next day, which did not, he thought, make for efficient service from the store in the morning.

Another argument presented was that the average woman, when purchasing a garment, wishes to see it by daylight rather than by electric light, and that, moreover, since the larger stores decided to remain closed she would wait until the following day to compare notes anyway.

"But our chief reason," said Mr. Levy, "is that we feel convinced that the Government, sooner or later, will make an early closing law, and we would rather adopt it voluntarily than wait to be forced to do so."

MILLERS IN FIELD WITH NEW BRANCH

Men's Wear, Limited, Outgrowth of Manufacturing Firm—W. O. Costello in Charge.

Miller's Men's Wear, Ltd., an outgrowth of the Miller Manufacturing Co., is one of the latest firms to enter the field in Toronto with all the advantages of the parent company at its disposal. Men's furnishings of outstanding character will be the stock-in-trade of the new company. In pursuance of this policy it is the new firm's intention to manufacture some of their most important lines such as neckwear and shirts, past experience having proven that to be strictly jobbers of these important lines does not properly cover the field as far as the better furnishings trade is concerned.

It will be the policy of the company, too, at all times to have as big a showing of merchandise for immediate shipment as prevailing circumstances will allow, and with regard to goods sold for later delivery, Miller's Men's Wear, Ltd., will always endeavor to be in a position to give prompt attention to these shipments.

The new firm is located at 48 York Street, the salesroom, offices and warehouse all being housed here. The predominant idea is to manufacture men's neckwear and fine shirts and to get on the same basis as the best manufacturing house. An attempt will be made to land the best trade. Some fine materials have already been secured, and already the firm has what it calls a "nice range of neckwear." An attempt will also be made to make the various departments outstanding sections by themselves, to make each "stand on its own feet."

W. O. Costello is the manager of the new firm, and he declares that it is the intention to put punch into the business and go right after the big man. All the provinces are being covered, and it is the belief of the officials responsible for the venture that the future lies in doing this class of business as it has never been done before.

A. S. McNinch, secretary of the new company, will have charge of the offices with a competent staff, and Frank Parton, a man of experience, will look after the warehouse.

CHANCE FOR CANADIANS

A syndicate which has recently been formed in Great Britain has expressed a desire to get into touch with Canadian manufacturers and exporters of every description of ready-made clothing, linen, woollen and piece goods; also gloves, buttons and in fact all articles in general use. The notice appeared in the Weekly Bulletin under Article Number 2910.

SPECIALIZING IN CERTAIN LINES FOUND TO BE GOOD FOR BUSINESS

THAT specializing in certain lines invariably pays has been found out by E. L. Crawford, who is in charge of the men's furnishings department for the Murray-Kay store. During the past month, throughout the in-between season when it was neither too warm nor too cold, Mr. Crawford put on "specialties" in fine cashmere socks of various colorings, dollar neckwear and underwear of different kinds, and it was soon evident that this was just what the public wanted.

"A wonderful Fall business," to quote Mr. Crawford, was recorded, and it was noted that all these lines went well. The season was warm for gloves, but as the weather tightened up an impetus was soon given to this line.

Murray-Kay has also found the special shirt order department a great success. In this department shirts are made to measure, and the demand for made-to-order shirts is increasing every day. At the present time some $12.50 shirtings in a silk and wool stripe are being featured at $10.50.

For the period just before the Christmas season the big store is featuring pajamas, sweaters, dressing gowns and house coats.

"I hope to excel everything ever experienced for Christmas," is the way Mr. Crawford put it to MEN'S WEAR REVIEW in talking over his plans. He has been with the store for seventeen years, and in that period has seen some pretty good Christmases.

Advice For the Trade

Just back from New York, where he spent a week sizing up the market for Spring, Mr. Crawford stated that he would advise the trade to get as much neckwear as possible from Canadian manufacturers, and in this way save duty and exchange taxes. Better business, he thinks, can be done by importing from England than from the United States, as the markets below the border are so absorbed they they are not anxious to quote prices. While in New York Mr. Crawford saw some samples held by European representatives, and prices, he says, are better than those below the line. The American prices at the present time, he declares, are as high as those of Canadian manufacturers, and with the additional duty and exchange are even higher. It is now up to the textile people here, he adds, to get out the goods.

Mr. Crawford predicts that prices will drop after 1920. Another year he thinks will see a reversal of prices in men's goods.

OVERCOAT SHORTAGE FEARED

Scarcity in Outer Garment May Result if Winter is Severe, Say Manufacturers

There is every likelihood that a scarcity of overcoats will develop, if the Winter is a severe one, according to several clothing manufacturers. This probable scarcity, it was explained, will be occasioned by the great demands being made by the retailers for suits, with the result that the making of overcoats has been pushed into the background to a certain extent. While manufacturers are making overcoats, they are not making them in as large quantities as in normal seasons, it was said, and this condition may produce the scarcity. Piece goods for overcoats, it was said, are more easily obtainable than suitings, and many manufacturers are hoping that they will be able to catch up sufficiently with their orders on suits to turn out more overcoats than now appears possible.

FIVE DISPLAYS IN ONE

Pedestal Idea For Showing Men's Wear Used by Holt, Renfrew Company

Five distinct displays of men's furnishings in the one window featured one of the month's exhibitions by the Holt, Renfrew Company, Ltd. At the left-hand corner of the big window was a showing of black and white Manhattan shirts at $4.50, only three units being used. These were set off by several ties on stands, and half a dozen collars. In the centre of the window, also on a graded pedestal, were about a dozen velour hats of different colors, and at the right was a stand of Cee-Tee pure wool underwear. Three overcoats were hung up carelessly at the back of the display, and between the pedestals were a number of canes and gloves. A green flooring and light fawn draperies with a large vase of yellow flowers completed the setting.

VETERAN BEHIND COUNTER

F. F. Thamer, who was overseas with the 34th Battalion for over four years, returned this month to his home in Kitchener, and is now with his father, E. H. Thamer, in the latter's haberdashery. Young Thamer got away from the Hun with but a slight scratch in the heel.

KITCHENER'S NEW STORE

A new semi-ready tailoring establishment and men's furnishings store was opened last month at Kitchener, the man behind the venture advertising himself as "Bill" Mills, "The Men's Man." He is located at 8 King Street East, in the same stand formerly occupied by Hagan's Shoe Store.

ANOTHER FOR NEW GLASGOW

E. G. Scott has opened up a new store for men's and boys' furnishings in New Glasgow, N.S.

NOT ACCEPTING FURTHER ORDERS FOR SUSPENDERS

Some Companies Are Booked Several Months Into Next Year—Production at Low Mark

Business in the suspender line is reported to be very much the same as in other lines in which men are interested. Manufacturers of this essential article of men's apparel are not taking orders now and so strenuous are the conditions under which they are laboring, few are looking forward to the future with any great degree of glee.

The Kitchener Suspender Co., Ltd., just to mention one firm, has discontinued taking orders, for it is booked several months into next year.

"The mills," said Mr. Lloyd Hagedorn, the manager, to MEN'S WEAR REVIEW, "are in exactly the same position, refusing immediate business and not being as yet ready to consider booking for Spring, as their production has fallen down badly. It is now only about 60 per cent. of what it was last April, and then it was not normal by any means."

The consequence is, according to Mr. Hagedorn, that the manufacturer of Canadian suspenders has been compelled to go to the United States for his supply and prices are practically 50 per cent. higher, taking tariff and exchange into consideration. This means, therefore, that cheaper goods are out of the question and there is no doubt but that there will be an advance to prices hitherto unheard of in this commodity unless there is a spurt put on by the workers and greatly-increased production follows.

Will Go Ahead Carefully

"Unless this happens," declared Mr. Hagedorn, "there will be a stampede for goods within six months and not only will these goods not be available, but prices will be no consideration."

"As an outcome of the whole thing," he added, "we are not taking any more orders, as we were taught a lesson by our experience of a year ago. As long as goods advanced we were expected to fill orders at the prices booked, but when the armistice was signed everybody became panicky and cancellations were in order. We have, therefore, come to the conclusion that we will buy less and sell less, and not leave ourselves in a position where we will be loaded with goods so that should another panic set in we will not be caught again."

NEW STORE IN CALGARY

Mr. Dave Lambert, president of Lambert's Upstair's Clothes' Shop, of Winnipeg, has concluded arrangements for a branch in Calgary to be located on the second floor of the Lineham block, over the Liggett's-Findlay drug store, corner Centre Street and Eighth Avenue. Mr. Lambert has been identified with the Canadian clothing industry for the past ten years.

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LABOR CAN PLAY A MIGHTY PART

JUST how seriously the world's stocks were diminished by the ravages of war is just now beginning to become known. And to none more plainly than to the men who deal in clothing. Without going beyond Toronto, it can be said that every wholesaler in this city is reasonably busy, many finding it difficult to procure goods sufficient to fill the wants of their patrons. The retail trade, too, is brisk throughout Ontario and payments from this source come to hand promptly, all showing that the business being done is of the very best. There is no difficulty to-day about getting orders or selling goods. To get the material and have it transformed into the finished article is the task that has to be faced. For this is a new problem which has sprung up from the ashes of war. The whole trouble, both with Canadian and English manufacturers, is one of shortage brought about by many factors, labor leaders being not altogether blameless for the existing state of affairs. These men can, if they wish, hasten the return to conditions more or less normal and help greatly in winging the H. C. of L.

DEMAND IS FOR THE BEST GOODS

WHILE it might have been expected that the revolutionization of the clothing industry by the war would have finally brought about, with the cessation of hostilities, a slaughtering of prices, it certainly never was anticipated that the public would have gone in for buying a better class of goods than ever before. Yet such has been the case. Manufacturers and retailers of clothing and different articles of men's wear unhesitatingly state that they are surprised at the change that has come over the people. Where before there was quibbling over a few cents, to-day, notwithstanding the high prices, the cheaper material is passed over and the better article taken. Dealers in clothing, shirts, ties, hats and socks, all tell the same story, and Mr. Coombes, of Oak Hall, goes so far as to say, that it is hardly worth while making up the low-priced materials to-day, so poor is the demand. There may be reassons for this change in heart on the part of the purchasing public, but there is no denying that when the inevitable adjustment comes it will all help, so far as the manufacturer and the retailer are concerned, to make Canada a better place in which to live and do business.

ON WRONG SCENT FOR PROFITEERS

DIOGENES with his lantern had nothing on the Board of Commerce investigating clothing prices in the hope of ferreting out profiteers. The venerable gentleman of ancient times spent his time looking for an honest man, but the Government investigators are frittering away the hours looking for dishonest men among either the manufacturers or retailers of men's clothing. All the investigators seem to know about the matter is that prices are away higher than they were in the days before the war, higher even than they were a couple of years ago. They harp, too, on the fact that overhead expenses seem to be away up and an anxious interest is displayed into the question of bonuses and "turnovers." The all-important fact appears to be forgotten that landlords to-day can ask and receive what they please, that light and heat cost more than they used to, and that men and women will not work for the wages that were once in vogue. But if the investigations last long enough it may be impressed upon the Board that the men who manufacture and retail clothing have had no limousine existence, that they have been more sinned against than sinning. It is gradually, but surely, becoming a recognized fact, even to the Missouri-like public, that the O'Connorites will meet with success similar to that which crowned the efforts of the diligent Diogenes when he went a-gunning with his lantern.

BRIEF EDITORIAL COMMENT

THE Prince of Wales is credited with having set the styles for men in Canada. If the manufacturers who have been losing money this Fall through underestimating on suits for future delivery can look on the Board of Commerce searching for profiteering in their ranks and at the same time smile like the heir to the throne there will be bouquets due them.

"THAT man O'Connor" started out to set the price
of clothes,
But how is he going to do it? Sure, goodness only
knows!

THE MacLean Publishing Company has entered on the thirty-third year of its existence and MEN'S WEAR REVIEW, the seventh of the fifteen children of the largest organization of its kind in the British Empire, first saw the light in 1898. Those were the days when the Americans and the Spaniards were at each others' throats and when high-grade clothing sold at about $15 a suit, a pair of braces or socks and coupon tickets for premiums being thrown in for good measure.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, October 20.—With prices mounting skyward in practically every line and retailers clamoring for goods with which the wholesalers and manufacturers are unable to supply them, principally because of unsettled labor conditions and general shortage of material, the market situation during the past month has been decidedly unsatisfactory and annoying. Business everywhere is and has been reported excellent and this is one of the reasons why the men who distribute the goods which ultimately reach the consumer is chafing under and fighting desperately against conditions over which he has absolutely no control. From retailers in every section of the country comes the cry for more goods and still more goods, but wholesalers are helpless. Production is away below what it has been and what it ought to be, materials are hard to get, even boxes for shipping are not to be had in the quantities required, and so deplorable is the general situation that the men who have in the past experienced hard days from lack of business are now compelled to see the business coming with a rush and at the same time sit idly by and watch it slipping through their fingers.

Nor—and this is a peculiar feature—is any one line an exception to the general rule. No matter what the commodity, it appears that the public demand is for the best or, at least, the better class of goods. People in every walk of life seem to-day to be willing to pay a few dollars more for what they want. Consequently, there has been a particularly heavy run on supplies and these have been allowed to get so low that the prices for anything that can be secured now are away beyond what they were even in the days of the war.

Cotton stocks, just to take an instance, are almost at the lowest ebb and if there should be a change in prices it will in all probability be for the worse. It is the same with clothing and neckwear. The material for suits is as scarce as the silk required to make up neckties and in both lines advanced prices are due. Anything in the line of a necktie is now eagerly grabbed up by the dealer and, high as are the prices now for clothes, there is no doubt but what they will be considerably higher by Spring. With regard to hats and caps the situation is so strenuous that quotations are now things which must be handled gingerly. Supplies are pitifully low and only hats of English manufacture are selling at prices anything like those which have been prevailing during the present season.

PRICES OF WOOL HOLDING STEADY

Prices in wool are remaining firm at the present time, and for some weeks past the market has been quiescent on account of lack of business on the part of the dealers. Mr. L. Biggin, manager of the Canadian Wool Growers' Association, 102 Front Street West, puts forward the opinion that the manufacturers have all got fairly big stocks on hand, and also that prices to-day are almost at their apex. Mr. Biggin, at any rate, does not expect that prices will go higher. There is no shortage of supplies, he claims, and prices are holding steady in all lines. Mr. G. O'Brien, secretary-treasurer of the Canadian Co-operative Wool Growers, Ltd., 128 Simcoe Street, declares, too, that prices are steady but lower than in 1918. Not much, he states, but perhaps about ten or fifteen per cent. The market in Canada for raw wool is somewhat slow at the present time, owing apparently to the fact that the manufacturers seem to be fairly well supplied. It may be, though, that some of them are waiting for foreign wools. The market for Canadian wools is, for the most part, in the United States, but dullness of trade is attributed in great part to the fact that many Americans are buying just now in London. The mills are said to be buying just enough to cover present contracts and the bulk of this buying is being done in London. It is not probable that prices will go higher, or even that they will be reduced. There is a shortage of wool in the country, generally speaking, and this is the reason that there is so much buying being carried on overseas. The market for Canadian wools is always good in the United States and the market is always good with the combing mills in Canada, but there are very few of them. This year the Canadian wool clip is estimated at between fifteen and eighteen million pounds.

LITTLE IN SIGHT FOR COTTON BINS

The general outlook for the Spring of 1920 with regard to cottons is, at the present time, a baffling uncertainty. It is very difficult to say what the upshot of the whole thing will be. The mills have cut down on the orders the wholesalers have placed for Spring, as they feel that there is no use in taking orders if they are unable to fill them. The reason behind the reduction of orders is that the manufacturers are hoping that in this way they might be able to distribute their wares over as much of the trade as possible. And, in order to help out the situation, deliveries have been extended from December to May, three months longer than usual. It is generally recognized by the men in the business that there is no use giving big orders. At the present time there is no possibility of a decline in prices. If there is any change at all, it promises to be upwards. For instance, prices lately have gone up as high as five cents in a week.

One fact that stands out prominently is that the sooner orders for Spring requirements are placed, the better will be the chance of delivery. If the men in need of the goods postpone their buying the chances are that they will find themselves without goods. High prices tend to make a man hold back, but the situation to-day is such that this is not considered good policy. As for prices, they have, just as in other lines, gone a-soaring and stuff that used to be eight cents is now thirty. The majority of the bins in many establishments, too, are empty and in some instances there is not a case in the house.

Feverish Demand Now

People to-day are taking just what they can get and the demand can only be characterized as feverish. The mills do not know which way to turn, and the three-months' strike in the Dominion Textile Company certainly did not help to relieve the situation any. Bins and tables all over the country are empty, and it is hard to say what the outcome will be.

At the first of last month, according to reports from New York, the market prevailing on the Cotton Exchange had grown quieter, the tone, however, displaying a considerable amount of steadiness and at times even signs of strength. Buying was of the slow variety and professionals were rather active at all times. Fluctuations were within a rather restricted range, but there were frequent swings, and, for the most part, rallies met too much cotton. The following day the market was unsettled and displayed a good deal of irregularity, owing to mixed professional trading. There was no snap to business, however, and the close was steady.

By the sixth of the month the market had strengthened, with all the dominating factors bullish, "shorts" being disturbed by indications of much colder weather in the South. On the seventh the market had narrowed down considerably, with operators exhibiting the attitude of watchful waiting, especially those already "long." Among the bullish factors were the higher-than-due Liverpool cables, the wet weather in the Southwest, and the optimistic news from Washington regarding President Wilson's condition. The market turned increasingly strong on the eighth, and closed at approximately a five-dollar advance over the previous day.

CLOTHING PRICES SHOOT UP AGAIN

Not only are clothing deliveries bad and very slow, but before Spring wholesalers' prices will have increased anywhere from twenty to twenty-five per cent. Prices are steadily advancing and already the cost of raw material has increased from about ten to fifteen per cent. According to Mr. James Randall, of Randall and Johnston, 154 Wellington Street West, there has been no improvement lately in the Canadian or English markets. Deliveries he described as bad and very slow, and the English market worse, if anything, than the Canadian. As far as can be seen just now, there is no great hope of any kind of improvement for some time. Labor conditions are, for the most part, responsible for the situation in which manufacturers, retailers and consumers find themselves to-day, as labor has advanced at least fifty per cent., it is claimed, in the last six months. Other things have gone up in proportion. Travelers and officers are asking for more money, owing to the steady increases in everything, and taxes are practically double what they were five or six years ago. As a result, the overhead expenses are much higher than ordinarily. Production is said to have fallen off at least twenty-five or thirty per cent. and an optimistic individual, indeed, is he who professes to see any signs of relief.

Travelers Held Back

Discussing the market situation in general, Mr. Adkin, of the Roberts Clothing Company, 296 Richmond Street East, stated plainly that the situation could scarcely be worse. Prices were going up continually, he said, and by Spring would be up another 25 per cent. On repeat orders the increase was generally about five per cent. The shortage of supplies, he declared, was acute and nothing was coming out of England, the goods being sold there before they were made. The advances since the armistice, according to Mr. Adkin, have totalled close on to 50 per cent. and by January the first he would not be surprised if they reached a hundred per cent. The Roberts Clothing Company has had to advance its prices three times during the past month, whereas it was uncommon to advance them once in six months in former days.

Some light is thrown on the seriousness of conditions by the fact that the travelers did not go out in September, as they should have done, nor was it known then, when they were held back, just how long their departure would be delayed.

SHIRTS SCARCE; PRICES AWAY UP

"Prices firm" is the general report on the market situation with regard to shirts and sundry pieces of mean's wear, according to Caulfield, Burns and Gibson, 62 Front Street West, Toronto. Here, too, just as is reported for neckwear, the public demand is for the best class of goods. It is pointed out that braces which sold at wholesale formerly at $4.50 are now being given out at $8 a dozen. The general opinion is that it is harder to get goods to-day than it is to go out and sell them. Here again the world shortage and lack of production are factors. The surplus stocks are all gone and production is at a low ebb. The famine in shirts is particularly acute, and the firm mentioned above had not a shirt to sell for immediate delivery as far back as mid-October. The situation is such that there are few "repeats" recognized now. Prices for shirts generally are high and are away skyward for Spring. Nor is there any sign of a drop anywhere on the horizon.

NECKWEAR PRICES MERELY NOMINAL

The market situation with regard to men's neckwear is and has for some time, been bad. Nominal prices only prevail, declares William Milne, of the William Milne Company, York street, and what he says is borne out emphatically by others in the same business. Goods cannot be bought for immediate delivery anywhere and any prices quoted are for away into the future. There is no silk to be had and only speculators' prices are in vogue. The situation generally took a turn for the worse in mid-October and manufacturers are now in that position where they dare not make quotations. They claim that they know less about the situation than anyone else. Reports from Italy and Switzerland were received about the twelfth, but they were all of the same pessimistic nature—the earliest deliveries would be in July and then the quantities allotted would be limited to but a small proportion of what the manufacturers have been accustomed to receive. In the Old Country, according to reports, there is no question at all about prices. And it is the same here. Delivery is all that counts. Inquiries made of the Frame Neckwear people, E. S. Currie and Company, A. T. Reid and Company, Swords and Miller, Men's Wear, all elicited the information that there is absolutely no chance of prices dropping. Employees everywhere are and have been asking for increased wages, the prices of material have gone up considerably and everything has combined to hamper the situation. The one bright feature of it all seems to be that the people seem to want the best and to be willing to pay for it.

Prices Going Up Steadily

According to some manufacturers in Toronto, the most reliable "stuff" handled comes from European houses. But the one outstanding feature is that prices are going up every day almost and that there is more being sold than ever before. Some wholesalers report that they never enjoyed such business, that the increase in trade is far beyond anything one might have expected. Some firms have been taking no orders since August 15 and retailers who "ordered big" have already sold their stocks and are coming back crying in vain for more. Jobbers are being turned down repeatedly, and as one manufacturer stated, "It would be impossible to take an order for even a dozen ties and guarantee to fill it." The great fear, too, is of running completely out of merchandise, as it is estimated that there is not a yard of old material on the shelf anywhere. Spring prices are just a matter of mere guesswork.

NECKWEAR

MANY MERCHANTS CLAMORING IN VAIN FOR CHRISTMAS NECKWEAR

Manufacturer, Unable to Get Goods, is Besieged on All Sides by Retailers—Strikes in Silk Mills Hold up Production — Hardships of Trade Are Aired by Head of William Milne Company.

HARASSED on all sides by manufacturers' agents and retailers clamoring for goods and unable to get either lining, silks or even boxes, the manufacturer of neckwear is to-day in a sorry plight.

"Our entire mail nowadays," says William Milne, "consists of polite but curt refusals from the men who handle the material we need and pleas for recognition from the man who comes between us and the consumer."

And what Mr. Milne says is borne out by others in the same line of business; the conditions affecting his business are applicable to all other firms supplying neckties and mufflers to the retail trade.

Neckwear cannot be made up owing to a shortage of raw material, and anything that is ready for shipment is held up by paucity of boxes. As a result, there will be not a few merchants without neckties to show their customers this year. Some firms are cleaned out entirely and others have such small stocks on hand that variety is impossible. Retailers throughout the country are taking anything and everything and are only too glad to get it.

Strikes are Responsible

"Some merchants who cancelled orders are now sending out S.O.S. calls for reinstatement," declares Mr. Milne, "and nothing is sent back. The most particular customer is glad to get his hands on anything now."

Strikes throughout the world—in the Old Country and in the United States—are responsible, according to manufacturers and retailers, for the whole trouble. In the United States the strike agitators have had their way to such an extent that some of the manufacturers are said to be looking towards Canada as a possible solution to the problem in the erection of mills and factories here. Since early in May there have been repeated strikes in silk mills, especially those around Paterson, N.J., and some manufacturers in that town have opened branches in other districts.

It is considered probable that many projects for new mills are held in abeyance at present to see how the present labor difficulties will turn out, and until something definite can be determined it seems certain that these mills will not be erected.

Something Natty

This is a good sample of the new Jacquered Weave Tie taken from Tooke Brothers Christmas line.

Trouble in Pennsylvania

One silk manufacturer, however, is quoted as saying that if he were to erect a new mill now he would come to Canada before deciding on a site. Heretofore Pennsylvania has been free from the labor troubles which have caused so much loss in Paterson, but there have been strikes lately even in Pennsylvania. The labor unions there have begun their agitations for shorter hours and higher wages, and it would appear as if they have succeeded in developing a situation which is going to cause manufacturers a good deal of trouble. Neither the national nor the state laws below the border provide means for controlling the situation when an agitator begins his operations, and manufacturers therefore are casting about to see if they cannot find some place where they will be better protected in their effort to do business.

"And the news we get from across the border is mild to what the situation really is," stated Mr. Milne to MEN'S WEAR REVIEW, adding: "Last January they worked fifty-five hours a week down there. Then they struck for a forty-four hour week and higher wages. They got forty-eight hours and a substantial raise. But what did they do then? They were tied down to an agreement, so, being nearly all Polocks and Italians, or anarchists of some kind or other, they decided that they might get a little more. They had signed an agreement for a year but they saw a way out in the formation of a new union. They then went with further demands and told their employers that they were doing business with an entirely new organization."

"Bolshevism," added Mr. Milne, "is behind it all. And it is here that it catches us, for, owing to the numerous strikes that have been staged and the consequent backwardness of production we cannot get supplies for Spring. We have lately been buying against speculators' prices in New York. I was down there three weeks ago and I could not get a yard of silk. My samples, therefore, are all off the road.

Strikes Appear Fashionable

"We have orders enough," he went on, "to sink a ship, and our own employees are doing everything in their power, but what's the use? We cannot get the goods. The Old Country strikes are affecting us, too, and goods we bought at forty cents a yard we cannot get to-day for less than $1.50. Retailers and manufacturers' agents write us that their shelves are cleaned right out, and the silk manufacturing companies write us that production is away below what it ought to be and that they cannot send us anything.

"Some of the latter," he added, "even tell us that they have done too much for us now. Ask any person who knows the reason for all this and he will tell you that strikes are fashionable."

"It all boils down to this," concluded Mr. Milne, "that production is slipping and is not nearly equal to the demand. The world is not producing what it needs and consequently the stuff is not to be had."

The belief was expressed, too, that conditions would be little better in the Spring, and that, unless there was a big change for the better, prospects for the Easter trade would be no better than for Christmas.

Under the circumstances it is not an uncommon thing for local neckwear manufacturers to turn down old customers. Every effort, of course, is made to protect the men with whom they have been doing business, but such is the shortage that some are bound to be left in the lurch, and it is the latter who are the most "panicky" over the situation.

As a matter of fact, lucky is the merchant who has plenty of neckwear on his shelves.

CROCHETED TIES POPULAR

Broad Pieces of Natty Neckwear Have Been on Display in Toronto for Past Month

The popularity of crocheted cravats is growing in Toronto and during the past month attractive displays of the new piece of neckwear have been seen in the windows of the most up-to-date stores. For some days Rathbone's, 92 Yonge street, put well to the fore broad crocheted ties in yellow and black, red and black and green and black. In some instances, the ties were about four inches across.

According to reports from New York, the retailers' requests have been keeping steadily ahead of the manufacturers, despite the fact that the latter have been increasing their space and installing new machines. The goods are mostly in plain colors and short bias stripes. Vieing with these for the better trade are allover figured patterns, particularly for the holiday season.

Grenadines are still going strong and it is generally expected that the Christmas patronage will be the best for many years.

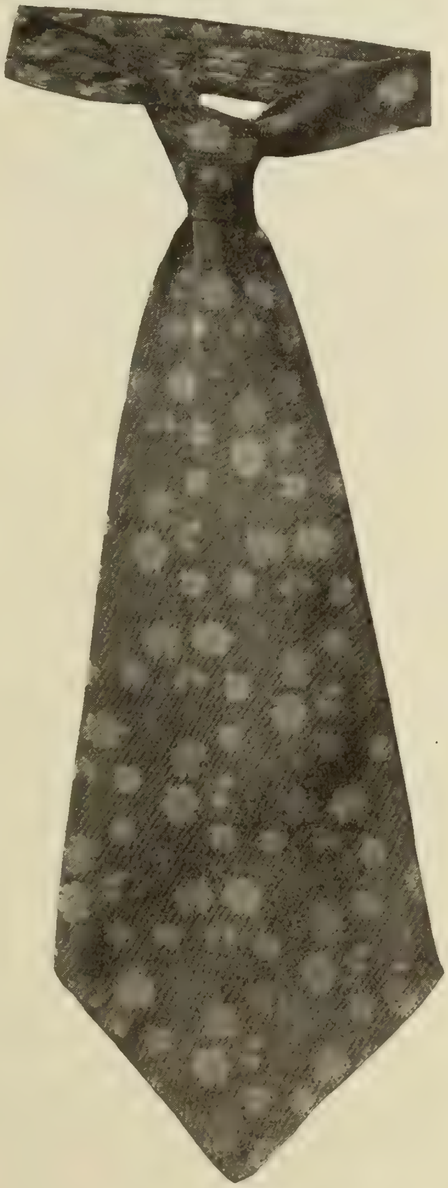
APPEALING TO VETERANS

"Your first Winter back home—be comfortable," is the neat inscription on the envelope that is being sent out to every returned soldier by Imrie Brothers, haberdashers, at 200 Yonge street and 1190 St. Clair Avenue West. In the envelope is a readable folder setting forth the advantages to be gained by stocking up early with underwear, gloves and shirts. The three Imrie boys are all returned men.

REAL HOLIDAY WINDOW

A great believer in the plan of having everything arranged in such a way that the prospective customer can see almost at a glance just what he wants, is E. H. Thamer, who conducts a gents' furnishings store in Kitchener. The Thamer stock is arranged by sizes all along the wall and just by walking from one end of the establishment to the other a man can see practically everything in stock. In his Thanksgiving window, Mr. Thamer had an open box of chocolates and a basket of fruit on a table among several articles of men's wear, the idea being to create a "homey" atmosphere. And the idea was well worked out. Whole branches of maple leaves carried out the Autumnal effect in great style.

One of the Best



Taken from the holiday and Spring range of neckwear now being shown by the William Milne Company, York Street, the above is a good sample of the new floral design in faille.

NOVEL DISPLAY SOLD TIES

"Whole Line Went Like Hot Cakes" When Passing Public Saw the Knotted Article

Thornton and Douglas, dealers in men's furnishings at Kitchener, had a smart window for Thanksgiving, all kinds of articles being on display. Herbert F. Glosser, the "dresser," had a number of suits thrown neatly over forms and on racks and surrounding these were a variety of canes, mufflers, neckties and pyjamas. Small furnishings, such as socks and garters, were scattered around the floor, partly buried in real maple leaves, the colorings of which added greatly to the general effect. Several strands of grapevine were entwined through a lattice work at the rear and green velour draperies were also used. Neckties were fixed on a four-armed stand, the ties being knotted as if already in the collars, and so striking was the effect that, according to Mr. Glosser, the whole line "sold like hot cakes." "Tie the cravat so the man will see how it is going to look and he'll generally be taken with the idea," stated Mr. Glosser to MEN'S WEAR REVIEW.

SAY DUTY RAISES PRICES

Manufacturers of Silk Neckwear Complain of Government Charges

Manufacturers of silk neckwear complain that the Government charges a duty on silks at the market value of the day instead of on the price paid for the goods several months ago, which was considerably lower, and thereby compels the manufacturers to charge a higher price for their goods.

The explanation by the customs officials for the charge is that the duty on merchandise is fixed by the Customs Act addition of about four per cent. to the cost for which the made-up goods could be sold.

The complaint is that the Government prevents the general public from taking advantage in the way of lower prices of the shrewd buying of the manufacturers, who, however, admit that the value of the goods is the market value of the day.

IN WITH BIG WORSTED FIRM

W. D. Cowie Succeeds Father in Important Position—Goes Back to Scotland

Prior to his departure for Scotland, where he will now take up his residence, W. D. Cowie, who has been in Saskatoon, Sask., for the past eight years in association with the H. M. Bottomly Company, was tendered a farewell luncheon by a number of personal and business friends. Members of Mr. Cowie's family have for many years been identified with the Patons, of Alloa, Scotland, world-famous manufacturers of worsteds, and it is to succeed his father in an important executive position with that company that Mr. Cowie is returning to the Old Land.

Good Showcard Writing Takes Time

To Get Theory and Practice Student Must Go Over Each Step Thoroughly

By R. T. D. EDWARDS

IN THE daily papers there appear at times advertisements soliciting show-card students. Great possibilities are pictured as to the incomes to be derived by show-card writers, and it is also pointed out that big money can be made while learning, absurd sums being mentioned—absurdly high even for the best in the business. Of course such advertisements are but bait held out to attract correspondence which gives even more glowing accounts of the possibilities of show-card writing. These results, though, it must regretfully be stated, are only obtainable through their "teach 'em quick methods." At least this is what they claim.

The absurdity of these advertisements is so apparent that it is to be wondered at that so many are taken in by them. In the first place these courses are supposed to put the student through from start to finish in a few weeks. But who ever heard of a man being taught in a few weeks what it has taken others years to accomplish?

Where are the Positions?

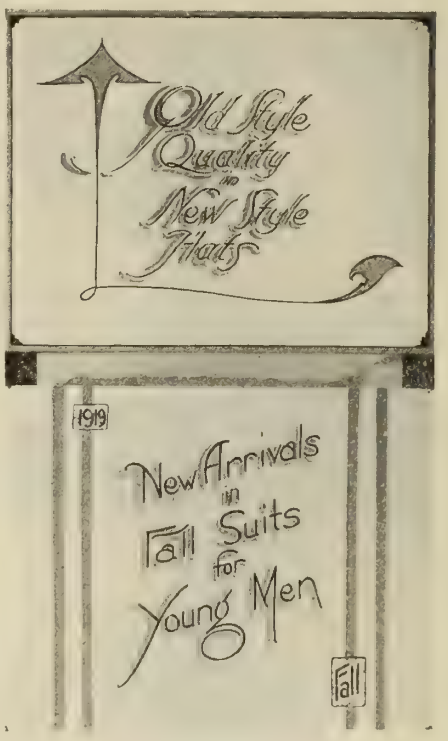
In the second place, where are the positions for exclusive card-writers to fill? They are not to be had. If all the students taken on were to become card-writers the market would soon be so deluged with "free lancers" that few would make even an existence at it. These remarks, be it remembered, are aimed only at those who have these "get-rich-quick" ideas, not at the correspondence schools that are running straightforward business propositions.

It is true that some people learn things more quickly than do others, but generally speaking, one must take a reasonable length of time to learn each step in card-writing to get the theory and the practice, the latter being the main essential to give the writer speed and fluency in the work.

So, rather than take those so-called quick courses, let the student find out the proper kind of brushes and get a set of three red sable writers, Nos. 5, 6 and 7, and if he cannot get some good man to give him a few pointers, let him observe the work of an accomplished man. He can learn a great deal by this observation. Then it remains for him to practise and keep on practising. He can get all the show-card colors he needs at stationery or art supply stores.

The person who can put his work into actual use is the one who will advance the quickest in the work. For instance, if the student is a salesman he can obtain practice by doing the small price cards of the store, gradually working into the larger work. If he is a window-trimmer or an advertiser, the opportunities are right with him. Stick to plain work at first and employ the use of bright colors very sparingly, Mr. Student.

Attract the Eye



Show cards that demand attention are those reproduced above. They have about them a stylish simplicity that is not to be overlooked.

A word here as to brushes might be quite timely. All during the war good brushes were more or less scarce owing to the unsettled conditions of the European market, but now the question is even more difficult. France makes the best cardwriters' red sable writers, and only a fraction of the former shipments are coming through. so when the student is able to get good brushes it is advisable to keep them in good shape. Well-cared-for brushes will last the card-writer who has not a great amount of work to do, for years. There are three points which should be observed in the care of brushes.

First, don't allow the color to dry in the brush while still on the pallet. If this ever does occur, make sure that it is thoroughly softened before trying to remove it.

Second, always wash the brushes thoroughly in plenty of clean water, making sure to remove all the color.

Third, never allow brushes to stand in a pot of color or vessel of water for any length of time. This ruins the points quicker than anything else.

Get Ready for Christmas

We are now well into the Fall season and the Christmas trade is not far off, so you who have Christmas cards to prepare should be getting out decorative designs for the show cards. Many things can be done. Get the various Xmas ideas together, work up various suitable designs for the different sizes of cards to be used, and make layout stencils in advance. Prepare various Xmas colors, too, such as greens, reds, gold, etc. Gold plays an important part in the decorating and should be ready and mixed at all times. It can be bought ready mixed, but can be mixed if desired in the following way:

Get the finest ground powder possible. Mix in a small open dish such as a sponge glass. To a teaspoonful of dry gold put about three or four teaspoonfuls of wood alcohol. Mix thoroughly. then add plenty of size and mix thoroughly again. Add water to the right consistency. Gold will never stay mixed, and more size will have to be added as the gold is used. Use plenty of water with it and mix just before using.

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SUGGESTIONS FOR WINDOW DISPLAYS

"Smart, stylish clothing for men," was the simple, but pointed, designation of an attractive window display credited to the Robert Simpson Company, Toronto, for mid-October. Ranged behind the card were several overcoats on frames, a number of canes, hats, gloves and shirts, one or two suits being thrown in for good measure, and the whole being set off with ferns. "Pyjamas for cool weather" and "Tru-knit underwear for men," were the only signs in view in the other three windows. There were not more than a score of pieces in any one of the four big windows.

Fitzpatrick and O'Connell, Yonge street, showed Toronto something classy in window dressing in displaying Winter overcoats. About a dozen garments were put up on stands or racks, the neck of each being filled out with a scarf, through which a smart cane was pierced at a rakish angle. The canes gave such a tone to the simple display that the passer-by was invariably prompted to stop a minute to take in the view.

Five nifty windows in one, this effect being arrived at by divisions into compartments, were achieved on one occasion last month by Imrie Brothers, Yonge street, haberdashers, Toronto. In one compartment half a dozen suits of underwear were displayed on forms and models, while in the others were the "latest arrivals" in shirts, with collars and knotted ties attached, some four-inch knits at $2, and other small articles of men's wear. Above the displays proper and on a shelf running all around the back of the five-piece window were a number of smart cravats, while on another tier directly above, pyjamas were attractively arrayed.

HATS and CAPS

UNABLE TO QUOTE ON HATS AND CAPS

That the market situation with regard to hats and caps could not be worse is the report sent out by the men who deal in this line of men's wear. As a matter of fact, some wholesalers claim that "there aint no such animal" as a market nowadays. The factories are not giving quotations now on hats as they do not know what the article is going to cost them. Orders by the bushel have been pouring in steadily as retailers all over the country are "hungry for stuff," but quotations on Canadian hats cannot be made. Quotations for some weeks have been made only on any stock that happened to have been bought early and kept on hand. Some houses that bought just enough to cover them are scraping along, but not a few bought scantily, and, of course, are now bearing the brunt of the situation, which, in a nutshell, is "plenty of orders, but nothing with which to fill them." English lines, peculiar as it may seem, have not advanced in price. The prices are about the same and the hats are of a better finish, this being due to the fact that skilled workmen are back from the battle zone. The prices for English "straws," however, are uncertain and subject to market fluctuations. And with regard to the manufacturers of caps in Canada the situation is no better. There have been strikes and rumors of strikes, and here, too, it is stated, that there is no use in quoting prices unless the goods have been bought and covered. Some houses, such as the Ainsley-Dineen, have been able to maintain their deliveries fairly well, and others who bought heavily are not in as strenuous a position as their more unfortunate brethren, but, just the same, the difficulties that are harrassing a good many are felt by all.

Rush of Spring Orders

With blockers getting 54 cents an hour and operators as high as 65 cents, it is easy to be seen that there is little chance of the prices on headgear coming down for some time. Spring orders, too, are heavy. "The heaviest we ever had," is the report made by Ainsley-Dineen.

The truth of the matter is that the men who come between the factory and the retailer are all at sea. Prices, they agree, will be higher before they are lower, as it is almost impossible to get adequate supplies of leather, trimmings or materials of any kind. As for the Spring prices they are bound to be higher. The factories are refusing daily to take orders, as they do not know where to get the material, and, in the face of all this, orders from hard-pressed retailers are literally pouring in. The man behind the counter is almost begging for shipments, but the wholesalers' hands are tied, one large house in the city having only a quarter of one floor to draw from, the other two floors, which are ordinarily crammed to capacity, being as bare at the present time as Old Mother Hubbard's famous cupboard. Any hats that are coming in are doing so in dribbles only and they are all being grabbed up just as soon as they hit the floor. Belgium and Australia used to be great drawing centres for fur, but Belgium is out of the running and it is impossible to get ships to bring supplies from Australia. One small supply of Italian wool hats came in from Italy about the middle of the month, $36 a dozen being paid for them wholesale. The price formerly was $8.50 a dozen.

CATCHY PHRASES FOR SHOW CARDS

In Style and Fashion.
These Suits Have the Right of Way.

First Long's Styles
That Appeal to the Young Man.

Don't Delay Choosing.
Prices Are Still Going Up.

These Shirts Set the Pace
In Style and Value.

Prices Going Higher—
Now's the Time to Get a Suit.

Something Effective in a Cravat
For the Christmas Season—Buy Now.

Neckties and Hosiery
That Attract Attention.

Suits With a "Punch."
These Cannot Be Excelled.

"OPENING" FOR MEN AT STOLLERY'S

"Stop, Look and Listen" Sign Was Out at Big Store For Three Days.

Fall openings for women are events with which the general public is fairly familiar, but similar openings for men are not so common in this neck of the woods. Frank Stollery of Stollery's, Ltd., though, is a man who laughs at precedent and early in October he held a three-day opening which, to quote Harry Teasdall, buyer of men's and children's goods for the firm, was "a success from cellar to garret."

Throughout the store there were Autumn leaves and Fall touches in abundance, and every department was dressed up in its Sunday suit for the occasion. Even the barber shop for the kiddies was out in gala attire and not a few Torontonians "came to look and eat scenery," as well as buy.

Bargain-day crowds thronged the big store from morning until the blinds were drawn and those who succeeded in getting waited on considered themselves lucky.

The windows, too, were niftily dressed for the occasion, C. L. Brown, formerly of the Diamond Clothing Company, Calgary, and more recently an artilleryman with the Twentieth Battery of Alberta, being the artist. Suits, overcoats, shirts, neckwear, gloves and handkerchiefs, all at reduced prices, were tastefully arranged in one grand display.

GET-TOGETHER SESSIONS

If you have a large organization, a get-together meeting of executives is wise. If the organization is small, it pays to get everyone together. This form of industrial democracy is becoming very popular among successful concerns. A common spirit of interest is created. Employees are made to feel that their personal interest in the affairs of a concern does not begin and end with the pay envelope. But these get-together meetings must not be looked upon as trips to the lecture room. They should be meetings for an exchange of ideas and ideas should be brought out.—"The Loop."

COLLARS & SHIRTS

MADE AN APPEAL TO SCHOOL BOYS

Thousands of Names and Addresses and Considerable Publicity Secured From Voting Contest

By means of a "picture contest" among the schools of Toronto, the Murray-Kay Company has succeeded in getting considerable valuable publicity, and thousands of names and addresses of boys who at some time or another will be in need of clothing. The management secured some sets of excellent paintings and these were offered to ten leading schools, to be competed for by a voting contest on an attendance basis. Thirty schools jumped into the ring, and the children took their coupons to the store, gave their names and address and voted.

A button bearing a picture of the Prince of Wales and the name of the store was given every boy, and it is expected that from this contest considerable business will result. Thousands of names and addresses were handed in, and these will be used to augment the store's mailing list. A Santa Claus button will likely be sent to every lad who took part in the contest and in this way a good slice of the Christmas trade in boys' goods will be secured.

WOOLLEN HOSIERY EXHIBIT

Socks of All Colors and Prices Showed Up Remarkably Well in Ely's Window

"The kind of hosiery that has helped to make our name well known," was the card on a display of woollen socks that was fathered this month by Ely, Limited. All kinds of woollen hosiery were exhibited in the window, the display being stacked and piled in attractive form. There were green socks, white socks and purple socks, all ranging in price from 60 cents to $2.25, and so distinctive was the showing that it could not help but "pull."

STOCKING UP FOR WINTER

John Smith, a Chatham descendant of the ubiquitous Smiths, pleaded guilty in the Hamilton police court to taking unto himself a suit of clothes, seven pairs of socks, seven shirts and one suit of woollen underwear, all of which were the property of the Shannon and Grant Company.

FEARS SHORT DAY IS BAD BUSINESS

Intimating that the world could not be fed, clothed and housed on a forty-four-hour-week. J. Phœnix, President of the Bradley Knitting Company, Delavan, Wis., said, in addressing the Sixth Annual National Convention of the National Association of Retail Clothiers at Chicago:

"Can we feed, clothe and house the world on a 44-hour week? Europe says no, and already Germany and Holland have adopted a ten-hour day. We must work longer hours to solve the economic problem, or we will be left in the lurch."

One of the greatest fallacies of labor leaders, he said, was that a shorter day produces more and better merchandise.

"Actual experience in our own mills shows that the shorter day hurts production and quality of merchandise... With more leisure hours, minds of workers are not concentrated on their work. Strikes, lockouts and agitation to reduce production are present-day examples of rebellion and sedition," he declared.

CLOTHES AND THE MAN

John W. O'Neill, a haberdasher of Halifax, N.S., has his own ideas about advertising, and in presenting his latest styles and models, which he said could be either smart or conservative (just as desired), he pointed out that there was in all a harmony of style and expression, the touch of individuality—the expression of smart dress—being laid down with artistic impression—the creative genius of a good designer." He also pulled off in one of his ads. the following:

"Some clothes arouse antagonism—they throw off an atmosphere of unfriendliness—

"A loud pattern or an ill-chosen style causes criticism akin to antagonism.

"Joseph was the first man to get into trouble by wearing clothes of lurid hue; when he was rid of his coat of many colors he got up in the world.

"The only great dresser who ever got ahead was Disraeli; but 'twas when he recovered from freakishness."

NO INCREASE IN COLLAR PRICES

Wonderful Sales Reported in All Parts of Country—Cloths Are Away Up in Price

Wonderful sales in the collar line are reported from all parts of the country by men in this particular line of business. The only big trouble being experienced to-day is in the delivery of cloths from the mills, but everything else is fairly satisfactory and the business is booming.

Collar prices to-day are high in comparison with what they used to be, but, high as they are, they have not increased as rapidly as have other lines. Especially is this the case when it is remembered that collar cloths on the American market to-day are five times as dear as they were in pre-war days.

The output keeps up remarkably well and increased prices have not affected in any way the sale of laundered collars. A little trouble is being experienced in securing the outside cloths, but this is not sufficient of a drawback to throw any stumbling stones in the way. The retailers seem to be able to sell all the collars they can get, and this, too, in spite of the fact that prices went up about 20 per cent. in July.

At the present time it is hard to tell about Spring prices, as these all depend on labor and the cotton market, but just now there is no sign of an increase. The higher-priced goods are in the greatest demand, the fifty-cent line being apparently more popular than the thirty-cent article, and this, of course, is taken as an indication that prosperous conditions prevail throughout the entire country.

TOOKE PLANT ENLARGED

Tooke Bros. are adding a three-storey building to their plant in St. Henry, Montreal. When completed it will give them about 15,000 feet additional capacity. This step has been necessitated by their increasing business.

Burglars paid a visit last month to the premises of the Adams Shoe Company and Anderson-MacBeth, hat manufacturers, Toronto. Evidently the thieves were disturbed as only a small quantity of "stuff" was taken away.

ENGLISH CLOTHS ARE STILL HIGH

War Taxes Are Off But Woollens Have Advanced in Price Since Armistice Was Signed

E. Leads Nelson, an English buyer for the Semi-ready people, stands sponsor for the statement that, in spite of reports to the contrary, there has not been in England any decline in the prices of cloth. In answering the insinuation that there has been profiteering in the making of men's clothes in Canada and that there had been no sympathetic decline in the cost of tailored clothes following a reduction in cloth prices, Mr. Nelson has declared that in every city where clothes are made manufacturers could not find the cheaper cloth about which there had been so many reports.

It is true that the war surtax of five and seven per cent. ad valorem was repealed by the Dominion Government and there was a drop in the cost of cloth of about seven per cent. But how was this brought about? On importations of cloth from England during the war there was paid a super-tax of five per cent. and a war risk as high as five per cent. On cloth costing five dollars a yard this meant an additional charge of fifty cents a yard. This amount is being saved to-day and is equal to ten per cent. on the cost of cloth which in itself would have made a difference of nearly $2 on the wholesale cost of a suit of clothes.

But—and here is where the shoe pinches—the advances in the cost of woollens since the war have nearly eaten up that saving. Consequently, although it may be said that cloth is cheaper, by reason of the removal of taxes, there is no ground for the belief, in view of the higher prices of woollens, that there should be reductions in the prices of clothes.

ENGLISH WOOLLEN TRADE

Regarding the woollen trade in England it is reported that raw materials and labor are higher than ever, that American and French buying have raised the cost of fine wool in the British market and that the labor situation has reduced operations in both spinning and manufacturing. What is wanted, according to reports, is a change of fashion toward the cheaper, but still serviceable, cloths. The Wool Council has recommended the Board of Trade, pending the introduction of the compulsory standard clothing scheme, to set up a voluntary scheme to make standard suits at a reasonable price from these cheaper goods, in the hope that besides easing matters for the needy consumer they will educate the public in the right direction.

CHECK PATTERNS IN SOCKS

Fashion decrees that the coming Autumn and Winter will see checks in every conceivable design, size and color used as a pattern for men's socks. Already the best class English factories are working at high pressure to produce them. Even those printed on the socks are being asked for, and any samples which have been shown to the trade have immediately been productive of colossal orders. A number of Englishmen, well known in the sartorial world, have suddenly shown a decided taste for check patterns as a design for socks. The result is that the English sock manufacturers are being inundated with inquiries and orders for this particular class of goods.

STORE CONTESTS BOOST BUSINESS IN GREAT STYLE

Murray-Kay Company Encourages Friendly Rivalry Between Floors —Plan a Success

By means of friendly store contests business can generally be shoved well ahead, this method of increasing sales having been tried out successfully by the Murray-Kay Company, Limited, Toronto. During the past month the three floors of the big store have been fighting for the lead in a vigorous competition, and the result has been that a big increase in business has been noted.

The management hung up a big prize for the floor that would make the best showing in the matter of sales, clocks and thermometers being stationed in the basement. On these indicators would be marked up the "showings" made, so that every person could keep in touch with the race. The first floor, on which the men's furnishings department is stationed, made a big bid for the plum but lost out in the September contest. This floor then immediately let it be known that it would win the prize in October.

A huge volume of business to be transacted was set by the management, and this mark had to be attained before the prize could be awarded. For a time it was thought that the mark was too high, but when the contest ended the store had gone away beyond what had been expected. And the men's department contributed very liberally to the total.

Just to show how business was "boosted" by means of this contest it may be pointed out that the first floor in ten days made 44 per cent. of the quota of business set for the whole store; the second floor was credited with 54 per cent., and the third with 58½ per cent. The whole store netted 51 per cent. of the month's quota in the ten-day period.

NEW STORE IN TORONTO

On Danforth Avenue, near Pape, a men's furnishings store is being opened up by a Mr. Bidbury. Up-to-the-minute fixtures and high-class goods are being installed and the store professes to be one of the best in this section of the city.

GAVE TURKEYS TO CUSTOMERS

Thanksgiving Day Idea Might Be Worked To Advantage In Christmas Season

Something more or less new in the line of advertising men's furnishings was carried out during the Thanksgiving period by Stollerys', at the corner of Yonge and Bloor Streets, Toronto, when the purchaser who happened in at the right time was presented with a turkey. With every hundredth purchase in the men's furnishings department a big turkey was given away, while up in the boys' department every twenty-fifth purchaser carried home a fowl. In the men's clothing department every tenth man landed the turkey.

"The idea proved a big success," said Mr. Stollery to MEN'S WEAR REVIEW, "but, of course, we had the right goods to sell, and that helped a lot, for quite a few carried away turkeys who did not know anything about it at all."

Just the same, a big Saturday-before-Thanksgiving was recorded, and there is no doubt but that this plan might be worked to advantage at Christmas and other set occasions.

CHAMBRAY FOR SPRING ROMPERS

Cuff Pants, Like Dad's, Will Be Prominent—Charlie Chaplin Pockets for Creepers.

One of the largest manufacturers of children's rompers gives the following views with regard to Spring styles: Combination rompers with white blouses and colored trousers made with touches of hand embroidery around the collar, and smocking, and with cuff pants like dad's, will be prominent. One of the particular trimmings will be the nursery figures on pockets and belts. Pockets are cut bird shape of a contrasting color and then worked out in black feet and eyes, and bill. There will be Dutch and Charlie Chaplin pockets for creepers; also flat pockets.

Chambray will be one of the fabrics that will be very much in demand in rompers for Spring.

Another large house states that they could only reiterate their predictions of early this season that the wash suits have become more and more of an all-year fabric for boys from 2 to 6, and it is no longer because of woollen situation, but because of cleanliness, and the fact that manufacturers are taking so much pains to carry out style and fabrics which give these a high-grade appearance. Where formerly these little wash suits were used more extensively by the cheaper trade, to-day the amount of detail work that goes into these junior garments have made their sales enormous.

DUFFS OF OTTAWA FRIENDLY PEOPLE

"The Duff Visitor" is the title of a neat pamphlet which has been got out and is being circulated by the J. F. Duff and Company, dealers in men's wear at the corner of Somerset and Rochester streets, Ottawa. The pamphlet, which is credited to Henry Deans Chapman, aims to furnish "little journeys to the Duff store" and in attractive and readable form the merits of the Duff goods are set forth.

The history of the Duff store, from the time it was started three years ago in a modest way, is presented and the reader informed that Mr. Duff "believes firmly in friendly, personal service and greater values."

Under the caption, "The Duff Folks Greet You," the following statement is made:

"Here in this little paper—this little Duff visitor, I want you to feel that the Duff folks have really come to visit with you—I want you to hear the sound of their voice in greeting and feel the grip of their hand in friendly welcome.

"The Duff folks will journey with you through these pages and tell you in a friendly sort of way the good things that await your coming to the Duff Shopping Home.

"There is Mr. J. F. Duff, the proprietor, Mr. Grace and the Misses Rupert and Armitage, these are the Duff folks and they are just plain, friendly, human people like yourself who will understand your needs and give you what you want.

"You will feel right at home in this friendly shopping place with them. They are waiting with a welcome for you now. Come in and shop with them."

TAILORS TOOK DAY OFF

Because the amalgamated journeymen tailors of Toronto took an afternoon off to attend a big mass meeting in Massey Hall, more than 3,000 being present, hundreds of other tailors who are not members of the Amalgamated were also compelled to take a holiday. While it was only the Amalgamated men who made the agreement with the factories for an afternoon off each month, all branches of the trade are affected because of lack of departments necessary to the whole.

WIDE-AWAKE ADVERTISING

The Murray-Kay Company pulled off some up-to-the-minute advertising during the run of "Penrod" at the Princess Theatre, Toronto. Each day cuts appeared of two boys, just like Penrod and his chum Sam, each all togged out in Murray-Kay outfits. The ads. made good reading and the idea attracted considerable attention.

MUST HAVE MORE COTTON

Position To-day Worse Than Before the War, Oxford Professor Tells Conference

Speaking to the delegates at the World's Cotton Conference at the first general session in New Orleans on October 13, John A. Todd, professor of economics and Oxford lecturer, declared that further restriction of cotton acreage in the United States would be "nothing short of a calamity." He presented figures showing future needs of the world for cotton, past crops and the present prospects.

"The world's requirements," said Prof. Todd, "are practically unlimited. Europe and Asia are bare of cotton goods. The position to-day is the same as before the war, only worse. The world wants more cotton than it is getting and must have it. The more financially embarrassed the people of the world are the more cotton they will use."

DAYTON PICNIC WAS LIKE FAIR

National Cash Register Company Employees Held Monster Field Day.

DAYTON.—About thirty thousand Dayton folk turned Hills and Dales Country Club into one large picnic at the end of September. They were the factory employees, and their relatives, of the National Cash Register Company. So far as is known, this was the largest picnic ever held in America. Every picnic requisite was there—in fact, it was more like a fair. Side shows, bands, clowns, races, ball games, dancing, refreshments, fire works, moving pictures —all were in evidence.

Refreshments were served at noon and at night, cafeteria style, from 85 long tables. The 650 waiters at noon served over 20,000 people in 16 minutes.

The entire picnic was planned and directed by the men in the N.C.R. factory. All the company did was to foot the bills. The men planned the big parade from the factory to the picnic grounds, hired the entertainers, bought the refreshments, did everything. The executives were guests.

President John H. Patterson, of the National Cash Register Co., stated: "We want our people to know each other in a social way, as well as in a business way. We want our foremen and superintendents to meet the men's wives. We want the men to meet the wives of their superiors. We want their children to play with one another. We know that the more everybody in our organization knows of everybody else, the happier they will be in their work, the better they will get along together. We think our welfare work is worth-while. We believe that all our other welfare work, such as the clubs and schools, the Health Department, and this picnic is a good thing."

DEMAND NOW IS FOR THE BEST GOODS

Toronto Tailor Thinks Day for Trash Has Passed—Men Are Willing to Pay More.

A fact which to some might seem almost incredible with regard to men's furnishings is that, despite the high prices that are being asked, a better class of goods is being demanded today. In conversation with a York Street manufacturer who deals exclusively in popular articles of men's apparel, MEN'S WEAR REVIEW learned that this "pernicketiness" on the part of mere man is one of the big surprises that have come out of the war.

In the days before the nations of the world flew at each other's throats, the great majority of men were inclined to pay either low or moderate prices for their furnishings. The higher-priced and better articles were left for the men drawing big salaries or benefiting by large incomes. But with the war prices in all lines advanced and the average man could do nothing else but pay high for what he wanted. The result was that he became just as accustomed to paying a big price as he used to be to paying a low one. And then it dawned on him, perhaps gradually, but none the less surely, that it would be better to pay a little more and get the very best. In this way he realized he would be money ahead, as the higher-priced purchase would, as a rule, give him better service than that which did not cost as much.

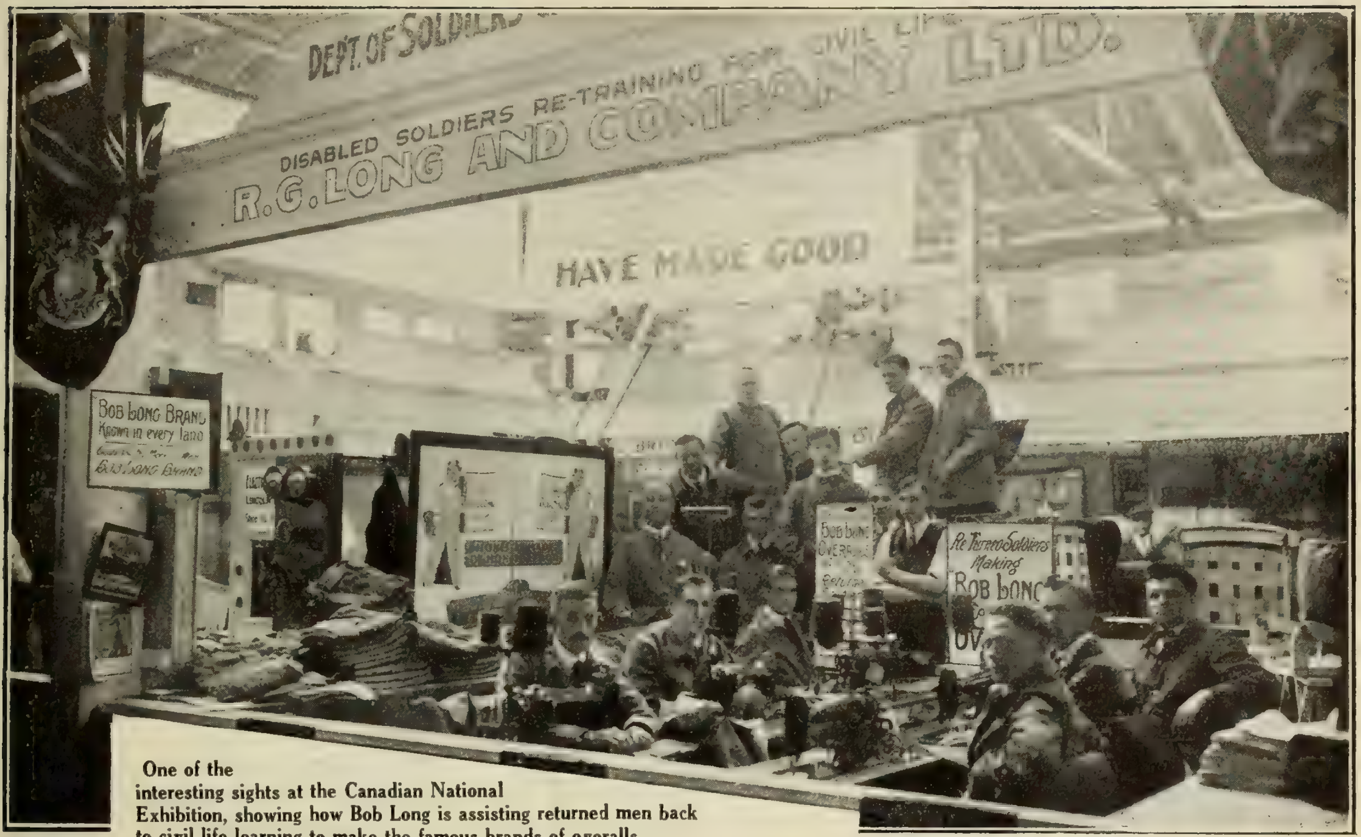
Take for instance the young man who went into a Yonge Street tailor to get a new "rig-out" for Christmas. The price demanded for the suit was higher than he had ever thought of before, but he had to take the suit or leave it. Finally, realizing what he was up against, he picked out a cloth which he thought would wear well and appeared satisfied until he saw the lining. Its wearing qualities for some reason or other did not appeal to him, so he asked for a better one, and, as he expected, paid considerable more money for it.

"That is the way I find it generally," said the tailor to MEN'S WEAR REVIEW. "The average man nowadays wants something which he is pretty sure will give him good wear

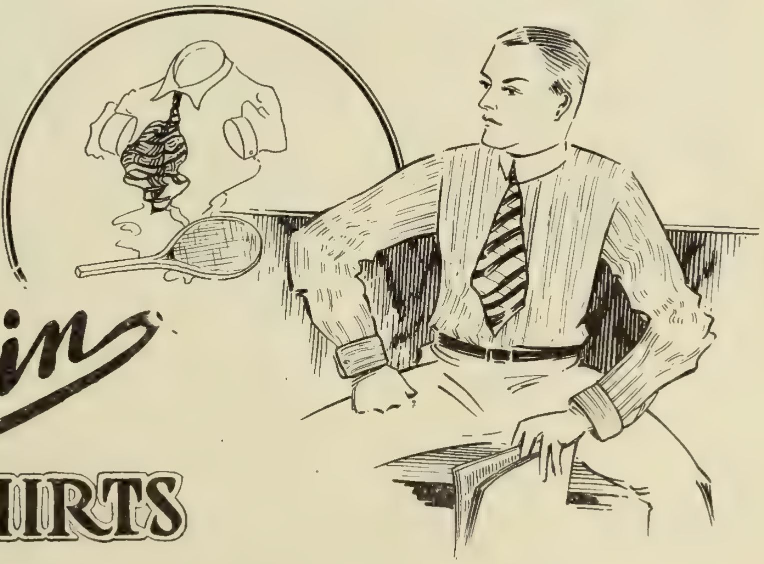
"I don't think," he added, "that the general public will ever get back to buying trash again. The call to day is for better goods, and I am sure it will continue like this."

WOULD SLAUGHTER PRICES

Lieut.-Col. Morrison, head of the Hamilton Board of Commerce, announced after investigating the wholesale prices of clothing, that the board had recommended an immediate reduction of 10 per cent. in the retail and 25 per cent. in the wholesale prices. The colonel did not make it clear just how this was to be done and men directly interested in the business are still "in the dark."


DEPT. OF SOLDIERS
DISABLED SOLDIERS RE-TRAINING FOR CIVIL LIFE
R.G. LONG AND COMPANY LTD.
HAVE MADE GOOD
Bob Long Brand Known in every land
Bob Long Overalls
Re-Trained Soldiers Making Bob Long

One of the interesting sights at the Canadian National Exhibition, showing how Bob Long is assisting returned men back to civil life learning to make the famous brands of overalls.



Dufferin SHIRTS

It will be very difficult to place repeat orders with mills for cloth for 1920 delivery. Present lines for 1920 are selling up. Our advice is: *Do not delay your buying for 1920.*

THE DUFFERIN SHIRT CO.
TORONTO

"WHERE-TO-BUY" DIRECTORY

Old Stock Soft Hats

Unsaleable stocks of Men's Soft Felt Hats remade into up-to-the-minute styles and colors. We redye, reblock and retrim your bad stock and make it as saleable as the best. Write us particulars of what you have and get an estimate.

COMMONWEALTH HAT MFG., CO. LIMITED
142 Victoria St., Toronto

HATS

Cash for old stock.
For Stiff Hats, black or colored.

DUBRULE MFG. CO., Ltd.
164 McGILL ST., MONTREAL

MANUFACTURERS!

DO YOU WANT BRITISH TRADE ?

Britisher—Manufacturers' Agent returning to England shortly. Canadian Experience and influential connections in British Isles. Will place your Goods on British Markets. Established 40 years

S. L. Fowler, 1107 Davenport Road, Toronto

TWO COURSES

ADVERTISING and SHOW CARD WRITING

should interest many young men in men's wear business. Write the Shaw Correspondence School, 393 Yonge St., Toronto, for particulars.

Advertiser, back to business after 3 years' service overseas, wishes Canadian, American or British agencies for dry goods or men's wear lines for Western Canada. Well connected with both retail and wholesale dry goods and men's wear trades in the West. Address Box 185, MEN'S WEAR REVIEW, Toronto, Canada.

S. M. THORNE
38 Front St. East
Toronto

Twine, Paper, Toilet, Tissue, Jute Goods, Bags, Mailing Cases, Janitors' Supplies, Gummed Paper Waste, etc.

Close prices. Write us.

A NEW NOVELTY?
PUT A CUT OF
IT HERE

WANTED—Agency of Specialties for Quebec City and District. Best connections and references. Reply to **G. A. VANDRY, 28 St. Joseph St., Quebec.**

NO MENACE IN WEARING OF PATCHES

Retail Clothiers and Manufacturers Laugh At Idea of Enlargement of Hoboes' Organizations

Neither by manufacturer nor retailer is the idea of forming Old Clothes' Clubs which movement is reported to be extending on both sides of the water, taken seriously. No matter to what heights the prices of clothes may soar it is not expected that men will become so economical as to resort to the adornment of their persons with patches—mute evidences of the fact that the wearers are none too strong financially. Since clothing increased in price men in all lines of business have worn patched clothing but due care has always been taken that the alterations were not in places where they could easily be seen. Canada is not so poverty-stricken to-day that the time for wearing tell-tale patches, or making a public parade of one's poverty, has come. Hitherto the wearing of patches has been associated only with tramps and hoboes and the people of this country are not yet prepared to get into this category. Consequently, there is good reason for complacency of mind on the part of the men in the clothing business. The odds are that the fad of getting into Old Clothes Clubs will last just about as long as that originated by the New York man who sought to do away with collars as an unnecessary part of a gentleman's apparel.

According to a report from London, England, fashionable tailors across the pond are said to be somewhat perturbed over the reported popularity of a clothes conservation "movement," which has manifested itself in the organization of "Old Clothes Leagues"—societies with the single pledge slogan—"No more clothes of the new variety until the prices go down." Those who assume this pledge are expected to regard patches on trousers, shiny coat sleeves and sewn-up splits in boots and shoes as badges of honor. The turning of old suits, sewing in of new linings and other necessary alterations is another part of the practical application of the league's precepts.

In Okmulgee, Oklahoma, a thousand men are said to have signed a pledge to similar effect.

LETTER SERVICE
MULTIGRAPHING
Addressing Folding Inserting Mailing
NEW UP-TO-DATE EQUIPMENT
Write for Prices
Letter Service Department
ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone M. 480

BRIGHT AND SNAPPY
SHOWCARDS, SIGNS, PRICE TICKETS
MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.
ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone: Main 480

SIGN AND CARD WRITERS' SUPPLIES
FIRST AID TO THE
Card Writer and Window Display Man
SUPPLY DEPT.
Toronto ADVERTISING SYSTEMS Main 480

TWO-FIFTY A MONTH
BUYS ONE OF THESE
SPACES

FASHION-CRAFT
Clothes

For SPRING *and* SUMMER WEAR

Our travelers are now on their territories with the latest models in men's styles for 1920.

The range of woolens we are showing is extremely large and well assorted, though quantities in many cases are limited.

Prices in keeping with present values and the acknowledged high-class production in all garments we make.

FASHION-CRAFT
MANUFACTURERS
LIMITED

MONTREAL

THE J. B. GOODHUE CO. LTD. ROCK ISLAND, QUE. MANUFACTURERS OF STAR BRAND OVERALLS, SHIRTS, PANTS &c.

GOODHUE'S "STAR BRAND" OVERALLS

THE J. B. GOODHUE CO. LTD. ROCK ISLAND, QUE. MANUFACTURERS OF STAR BRAND OVERALLS, SHIRTS, PANTS &c.

are designed for workmen who demand **good appearance, long-wearing service** and **"roomy" comfort** in their working "togs."

In every branch of industry Goodhue all-round quality has won the hearts of workmen through sheer merit and ability to stand the "test" of wear and tear.

You can offer them to your customers with absolute assurance that they will please. A trial order will convince you of Goodhue rapid selling qualities.

SEND FOR OUR CATCHY WINDOW DISPLAYS AND ATTENTION-COMPELLING CONSUMER ADVERTISEMENTS.

THE J. B. GOODHUE CO., LTD., Rock Island, Que.

OTTAWA
16 O'Connor Street

MONTREAL
211 Drummond Bldg.

MADE & GUARANTEED BY J. A. HAUGH MFG. CO. LTD. TORONTO
PRICE
Haugh BRAND
LOT SIZE

Which lasts the longer— the Coat or the Trousers?

You know very well that the coat is practically always still in good shape when the pants become unwearable.

Then, especially at such a time as the present, it should be clearly evident that great saving can be experienced by buying a new pair of pants to go with the old coat instead of buying a new suit. An extra pair of pants is becoming more and more the general rule with most men.

Haugh Brand Trousers are just the kind you want, as they are in sufficient variety to make good matches.

We are prepared to fill your order promptly.

THE J. A. HAUGH MFG. CO., LIMITED
TORONTO

Manufacturers of
The Famous "Arm and Hammer Brand" Shirts, Overalls and Trousers

"Style Clothes"

CHARACTER & INDIVIDUALITY

Style!

—a word hard to define in language but we have no difficulty in expressing it in

"Style Clothes"

CHARACTER & INDIVIDUALITY

which are exclusive in design and have an individuality and character expressed in them that compel attention. Style Clothes are easily recognized by their exceptional tailoring, rich fabrics and all round quality. They are made by the

Wearbest Clothing Mfg. Co.

Makers of Stylish Clothes
for Men and Younger Men

149 Notre Dame Street West, Montreal

Catering to the Smoker

SOME men are smokers, and most smokers like to have a comfortable lounging coat for the evenings, in which they can take their ease and at the same time feel "well dressed" if there is company to dinner.

Dealers have found smoking jackets, therefore, a good selling line, especially as the Christmas season draws near.

C.B.G.
TRADE MARK

Smoking Jackets

are built for solid comfort and yet have the nattiness and well-tailored finish that characterize all our lines.

We have them in a number of styles and materials at a corresponding range of prices.

Here is a profitable line for you to stock in preparation for the holiday trade.

Caulfeild, Burns & Gibson, Limited

60-62 FRONT STREET WEST -:- -:- TORONTO

THE *Lang* SHIRT

"THE LINE OF UNUSAL VALUE"

Up to the minute in every respect.

The Lang Shirt Co., Limited
Kitchener, Ontario

The "Carhartt" GLOVES

Not Like Other Gloves

Sewed with Wax Thread

HEAT
WATER **PROOF**

No Outseams To Rip Good as the Carhartt Overall

Patented

Reinforced Where the Wear Comes. The Service of Two Pair for the Price of ONE.

for immediate delivery

SEND in your sorting orders for horsehides, combination horsehides, splits and full splits. It will be filled and shipped at once. Think what this means to you. No vexatious and expensive delays; no resorting to that tiresome excuse, "Just out, we expect them in a day or two." Instead your supply is delivered just when you want it. And the quality is still the same good old Carhartt kind. Even in these days of shifting values, when standards seem as variable as the weather, you can offer your customers Carhartt Gloves with the same serene confidence that you offer them Carhartt Allovers and Overalls.

The Hamilton Carhartt Cotton Mills, Limited

Toronto Montreal Winnipeg Vancouver

This Trade Mark sells "CEETEE"

"CEETEE SHEEP" trademark.

Remember—there is no low grade or cheap "CEETEE" —only the very highest grade and best quality underclothing bears the famous

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

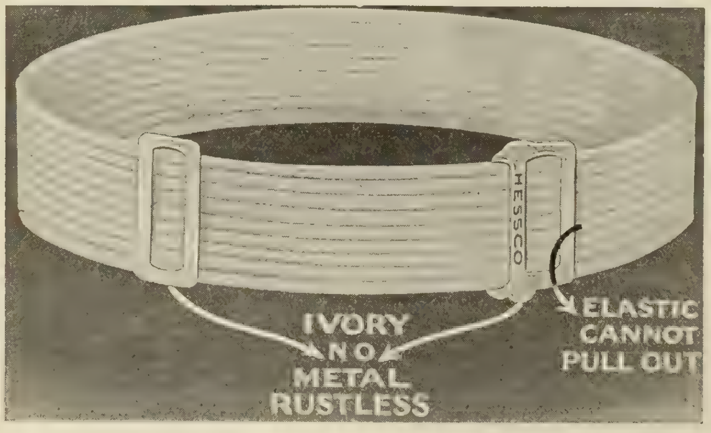
If you are catering to the best trade in your district you must sell "CEETEE"
For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canad

MADE BY

The C. Turnbull Company, of Galt, Limited

Also manufacturers of TURNBULL'S Ribbed Underwear for ladies and children, and TURNBULL'S "M" Bands for infants

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE



The Hessco Arm Band

The "Hessco" Arm Band is a money maker. Send for a trial supply to

There is no metal whatever in the "Hessco" and another important point—**the elastic cannot pull out.**

A good looking and durable arm band made to retail at popular prices.

Kitchener Suspender Co.,Ltd.

KITCHENER, ONT.

MONARCH-KNIT

Monarch-Knit Products are definitely, prominently and permanently "on the map."

Quality has put them there.

And in style as well as in quality, Monarch-Knit goods lead the way. Our designers keep in close touch with all that is new in the fashion centres of the world.

The Monarch-Knit range for Spring now being shown by our travellers comprises the most complete array of popular and exclusive styles in knitted Outer-garments and Hosiery ever produced in Canada.

In Silk Hosiery for men and women we are making an exceptionally strong showing.

Feature Monarch-Knit Hosiery and Sweater Coats for Christmas Selling This Year.

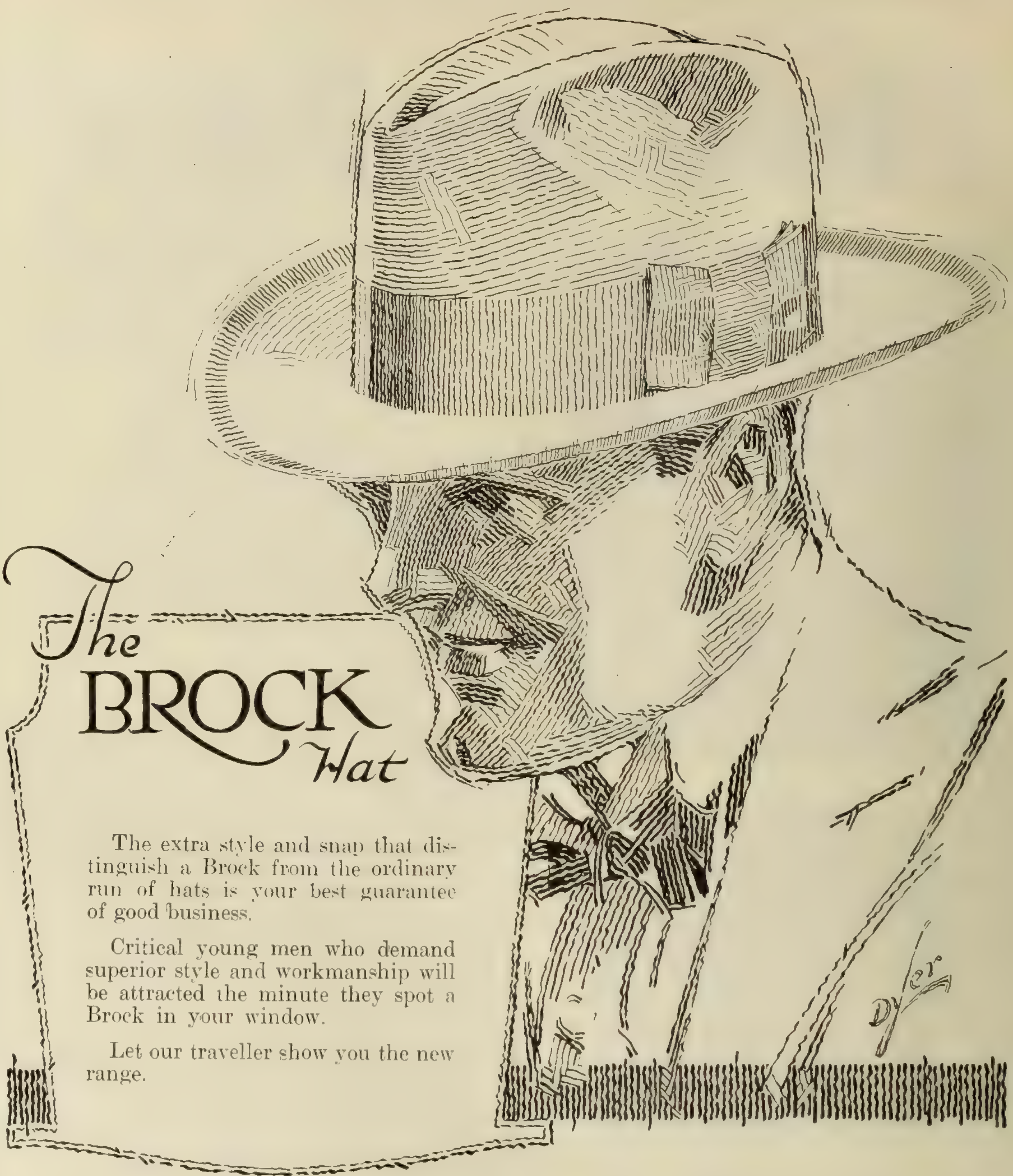
MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.

Manufacturers of Monarch Floss, Monarch Down and Monarch Dove,
Canada's leading yarns for hand-knitting, in 34 beautiful shades.



The BROCK Hat

The extra style and snap that distinguish a Brock from the ordinary run of hats is your best guarantee of good business.

Critical young men who demand superior style and workmanship will be attracted the minute they spot a Brock in your window.

Let our traveller show you the new range.

The Wolthausen Hat Corporation, Limited

Head Office and Factory, Brockville, Ont.

SALESROOMS:

Cosgrave Bldg. - - - Toronto, Ont.
Mappin & Webb Bldg. - - Montreal, Que.
311 Hastings St. W. - - - Vancouver, B.C.

Clothing of Quality

WM. H. LEISHMAN & CO. have attained the confidence of the trade through the adherence to the very highest standards of tailoring.

The "Quality-First" idea is a fixed policy in this business. Just now it might be possible to get more production by a less rigid system, but the makers of Leishman Clothing will not depart from the established high quality standards.

Dealers will appreciate the wisdom of this policy.

Wm. H. Leishman & Co.,
Limited

68 Temperance Street
Toronto

Makers of the Best Tailored Garments for Men

AN EXTRA PAIR OF TROUSERS
Will Double The Life of Your Suit
LOOK FOR THIS TRADE MARK INSIDE OF THE WAIST BAND
"Everyman's" TRADE MARK MFD BY DAVIS BROS

Ask your Dealer to show you his line of

EVERYMAN'S TROUSERS

Notice the attractive style, perfect fit and high quality of materials.
You can find a pair that will go nicely with your suit at all "Everyman's Dealers"

UNION MADE

"Everyman's" Trousers are union made by skilled operators. There's a look about them that prompts ready sales and makes satisfied customers.

Also a good margin of profit for the dealer. Write us for prices and patterns.

DAVIS BROS.
HAMILTON

SPECIAL VALUES

Direct from Mill to the Trade through Commission Merchants

Grey and Fancy Worsteds
Blue and Black Serges
Pure Wool Scotch Tweeds
for Men's Wear
Also
Botany Wool Serges, Gabardines, Etc.
for Women's Wear

C. E. ROBINSON & CO.
Importers and Commission Merchants
Mappin & Webb Building
10 VICTORIA ST. MONTREAL

Tel. Uptown 8553

POPULAR BRAND TROUSERS
Made by the
Vineberg Pants Co.
Montreal, P.Q.
160 McGill St.
Montreal

FACTS ABOUT VINEBERG PANTS

Sent into our warehouse by one of the leading clothiers in the West.

V—alue here, the Merchant said,
I—can tell a pant well made,
N—ever saw seams so well sewn,
E—very stitch is made to hold,
B—uttons strong, and shanked to pull
E—very pocket square and full.
R—oomy, smart and easy hang,
G—ives a man the "breezy twang."

P—eople wear them East and West,
A—ll acclaim they are the best,
N—ever stretch but bear the strain,
T—ry a pair, you'll come again,
S—old by stores from main to main.

MILNE'S

NECKWEAR NEWS

Big Values NOVEMBER, 1919 Right Prices

We regret

that we find ourselves obliged to announce to the trade that we are at present unable to take further orders for Milne Neckwear.

Announcement has been made necessary by the fact that our Fall and Holiday Lines, extensive as they were, have been completely sold. We are working to capacity, however, and hope soon to be able to announce that we can again supply the large demand. We would be glad to have your name so that we may let you know the very moment we can fill further orders.

WILLIAM MILNE

The Newest in Neckwear

50 York Street - - - Toronto

"Manhattan Means Merit"

NEWER SHIRTS FOR CHRISTMAS DELIVERY

ANNOUNCING our entry upon the manufacture of HIGH GRADE SHIRTS, comprising many exclusive and beautiful patterns in

Silk and Cotton Materials

Manufactured on liberal lines, neat fitting, yet roomy and comfortable, our shirts also have important features not found in the average garment.

We have anticipated your needs for the Christmas trade, and are prepared to fill promptly your orders *in time for your holiday season.*

Samples on request

THE MANHATTAN SHIRT COMPANY, LIMITED
MAIN BUILDING
520 St. Lawrence Boulevard - - MONTREAL

"Manhattan Means Merit"

Broadway
BRAND
Clothes

"Yes! We Have It"

The satisfaction of answering every customer's desire without compromise is the happy lot of the Broadway Dealers.

The man who desires hand-tailored appearance and style in a suit or coat ready to take home finds it.

The man who desires the personal touch of a made-to-order suit of superior tailoring finds it.

The Broadway organization combines the best of both these services.

Randall & Johnston, Limited
Toronto - Ontario

RALPH CONNOR

On "The New Canada and Its Needs"

RALPH CONNOR, the famous Canadian novelist, who served for several years at the front and saw the war from many angles, is convinced that Canada must be prepared to make important changes if she is to profit by the lessons of the war. He has written a series of articles embodying his views and calling vigorously on patriotic Canadians to awake to the needs of the hour. The articles, which deal with economic, social and Imperial topics, were written for MACLEAN'S MAGAZINE and the first appears in the November issue, under the title: "The New Canada and Its Needs."

Every Mother Who Lost a Son at the Front

will read with deepest feeling Nellie McClung's wonderful story, "Men and Money," which also appears in November MACLEAN'S. Mrs. McClung wrote this story with a purpose—to show the ease with which the world forgets the contribution these mothers made. But it is also a very fine story—real, human and gripping.

"The Idle Hands at Ottawa"

By J. K. MUNRO

The recent session of the Dominion House was in many respects an idle one. There was not a great deal done, so the members had a lot of time to stir up things, and the result was some hugely interesting political situations. All of which J. K. Munro tells about in his usual unsparing and tersely humorous way.

Remarkable Features of a Remarkable Number

The November MACLEAN'S is cram full of other big features—famous writers on vital subjects and everything **Canadian.** Look over this list:

Baroness Orczy—The author of "The Scarlet Pimpernel," best seller of best sellers, is represented by a serial story, "His Majesty's Well Beloved."

Robert W. Service.—The great poet of the Yukon and the battle front contributes a strong poem, "The Outlaw."

Basil King.—This great novelist who lives abroad contributes an interesting discussion on "Why I Remain a Canadian."

Janey Canuck.—An article on Mrs. Murphy's experiences as the first woman magistrate in the whole of Canada.

Camilla Kenyon.—A new novelist who promises to become a great favorite, tells a humorous story of adventure, and treasure, "Spanish Doubloons."

Stephen Leacock.—A humorous sketch entitled, "My Memories and Miseries as a School Master."

"Two Men and an Idea That Grew and Grew and Grew."—By Charles Christopher Jenkins.—A sketch of two remarkable and practically unknown Western millionaires.

"A Little Bit of Chicken Feed."—By Allen C. Shore.—A bright story combining love and business themes.

"The Rainbow Death."—By Madge Macbeth. An interesting detective story.

"The Search for Missing Men."—By Gertrude Arnold. An article on hospital experiences at the front by a young Canadian V.A.D.

MACLEAN'S will be Twice-A-Month

starting February 1st, next year. An important point to remember. If you want to keep up with things **nationally Canadian**, you'll have to get the MACLEAN'S Twice-A-Month habit.

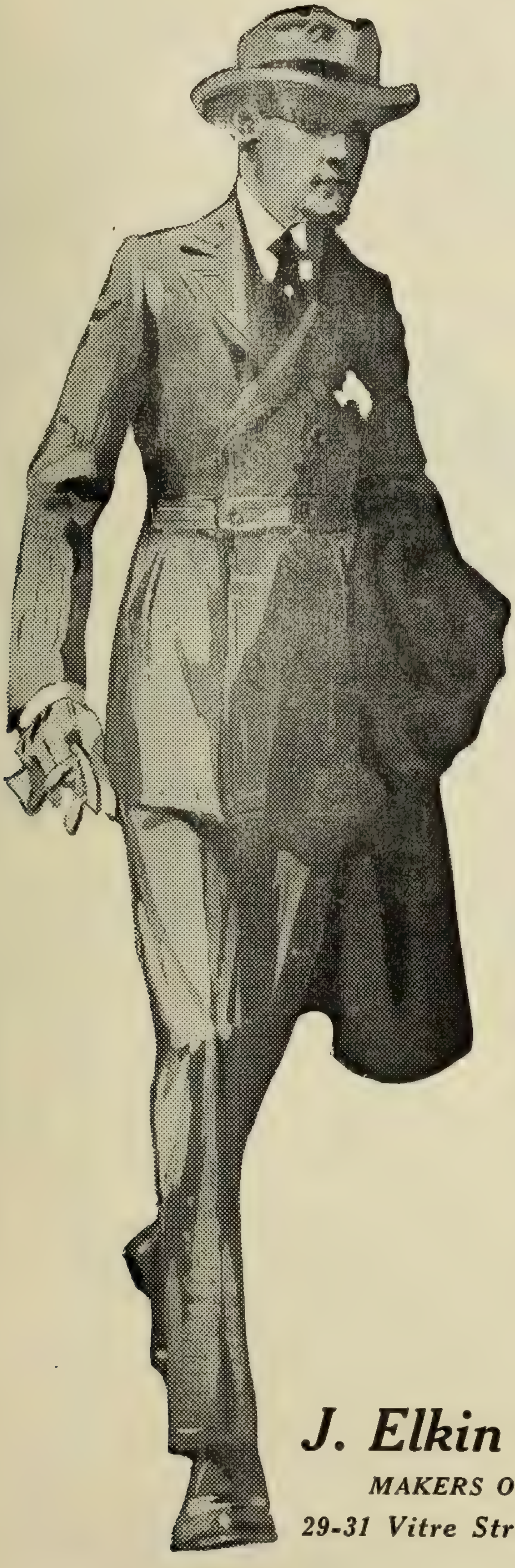
Over 70,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

NOVEMBER ISSUE ***Now On Sale At All News Dealers*** *20c*

If there are no newsdealers in your town, of if your newsdealer cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada



Elk Brand Clothes
for Spring 1920

They are even better than the Elk Brand Suit you bought last spring.

You can pass that announcement on to your customers

They will be pleased. There is no doubt about it. When they know that your new stock is "even better" they are bound to come back. Why shouldn't they? Their last Spring suit gave such excellent satisfaction that even "as good as" would be "good enough."

Every model of our men's line is the creation of clever designing and expert tailoring under the supervision of Mr. Beekel. His supervision assures satisfaction.

Our Boys' Clothes are, as usual, stylish and up-to-date. Mr. Jonap has produced some very exclusive models which are sure to be big sellers.

J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

29-31 Vitre Street West : Montreal

Good Suits in Popular Styles at Popular Prices

What more can your customers hope for? To be able to offer real quality materials, cut and made up into style-of-the-season-suits and yet sold at a price which is most attractive is sure to bring new customers to your store and to keep them coming back.

Our travellers are now out on the road for Spring 1920.

See them it will be to your advantage.

Eastern Pants Manufacturing Co.
324 Notre Dame St., West
MONTREAL, QUE.

Makers of
MEN'S YOUTHS' AND BOYS' PANTS
AND BOYS' SUITS

CITY OF CALGARY

Cloth, Etc., for Uniforms

Sealed tenders in duplicate, on City Tender Forms, marked "Tender, Uniforms" will be received at the City Clerk's Office up to 5 p.m. on Thursday, December 11th, 1919, for supplying the city with the cloth and other materials necessary to make uniforms, all as contained in specifications and information obtainable at the office of the City Clerk, City Hall, Calgary, Alta.

J. M. MILLER,
City Clerk.

Model Form No. 2014
Note the Neat Fitting of Coat

We Lead--- Others Follow

First in the Canadian market with this popular close-fitting bust form and many other display fixtures and novelties to help you sell more goods.

Ask for latest catalogue.

DELFOSSE & CO.
247-249 Craig St. W.
Factory 1 to 19 Hermine St.
MONTREAL

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

Raincoats of recognized merit

Dealers who carry "Dominion" Raynsters" are showing the handsomest coats of the season.

They have these dependable coats in a wide assortment of styles and patterns for men, women and children.

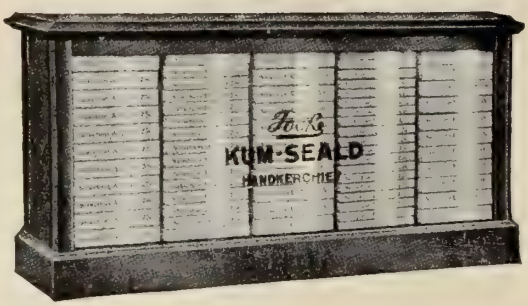
If you are in the market for a line of *absolutely waterproof* Raincoats, that carry a guarantee for quality and workmanship, write for our Raynster Style Book and price list.

Write to our Nearest Branch for Price Lists

Dominion Rubber System

Branches are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria



Tooke

Kum-Seald Handkerchiefs

The handkerchief that is made clean, kept clean, and sold clean.

A Clean Seller With No Ragged Edges

Tooke Kum-Seald Handkerchiefs have entirely revolutionized the retail end of handkerchief selling.

There's Big Business for the dealer who sells this "Clean Way" handkerchief.

The display case shows them to advantage and their patented package ensures new-pin cleanliness—the kind the customer expects.

Packed ready to hand over your counter—either single or multiple, as desired.

Popular Priced **Immediate Delivery**

TOOKE BROS., LIMITED
MAKERS
MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX. PUBLICATION OFFICE: TORONTO, DECEMBER, 1919 No. 12.

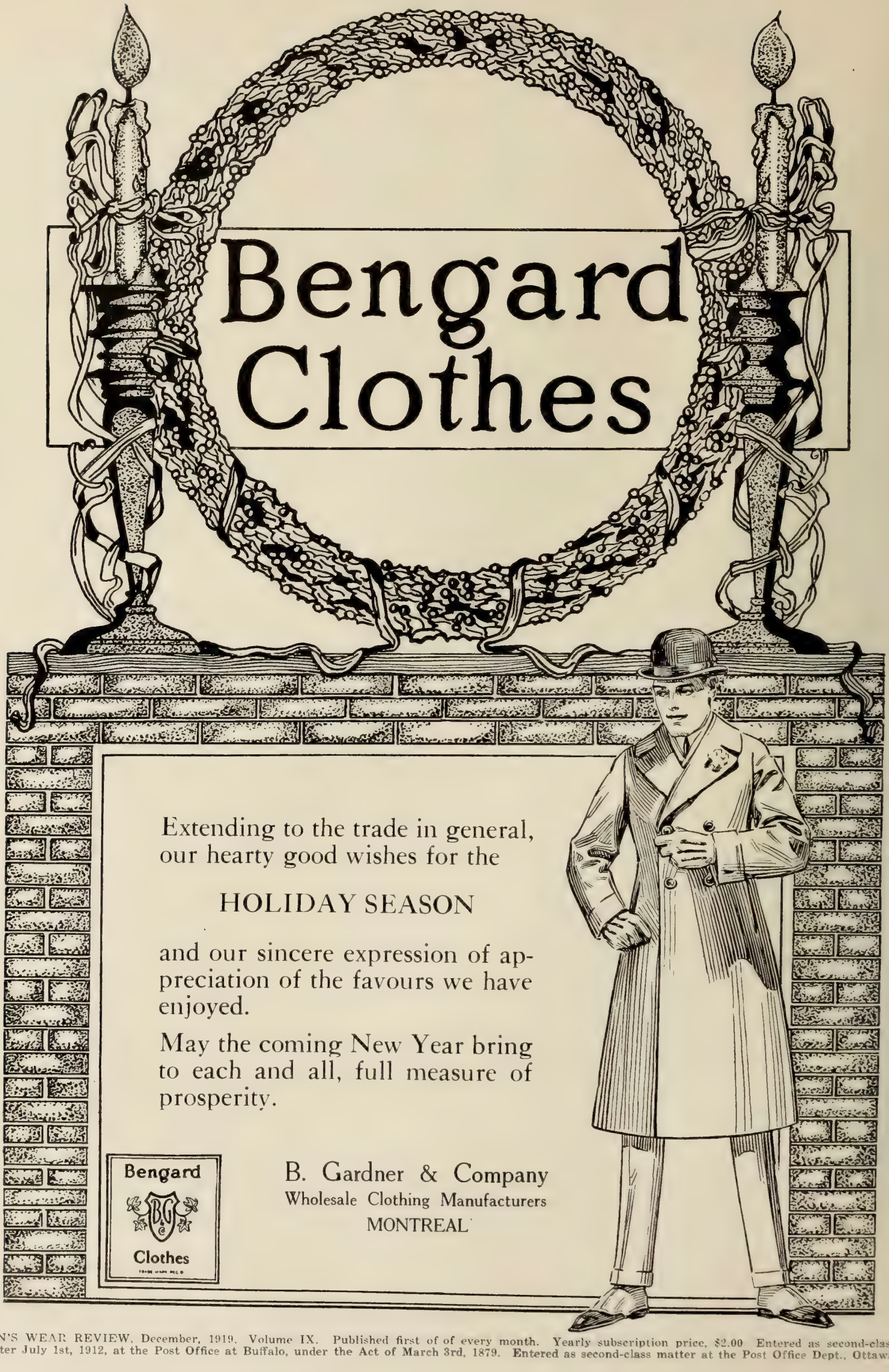
Greetings

Christmas is here again--the time when friends greet friends with heartfelt wishes.

So here we wish you all--readers and friends--the old, old greeting, in all sincerity--

A Merry Christmas
and
A Happy, Prosperous
New Year.

—*MEN'S WEAR REVIEW*



Bengard Clothes

Extending to the trade in general, our hearty good wishes for the

HOLIDAY SEASON

and our sincere expression of appreciation of the favours we have enjoyed.

May the coming New Year bring to each and all, full measure of prosperity.

Bengard

Clothes

B. Gardner & Company
Wholesale Clothing Manufacturers
MONTREAL

MEN'S WEAR REVIEW, December, 1919. Volume IX. Published first of of every month. Yearly subscription price, $2.00 Entered as second-class matter July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Dept., Ottawa.

Never a Christmas morning
Never the Old Year ends
But somebody thinks of somebody
Old days, Old times,
Old friends.

ACCEPT our sincere thanks in appreciation of the patience and goodwill you have shown in bearing with us in this closing year of abnormal production conditions.

We feel assured that the New Year will see the solution of many production difficulties and again enable us to meet your requirements with prompt deliveries.

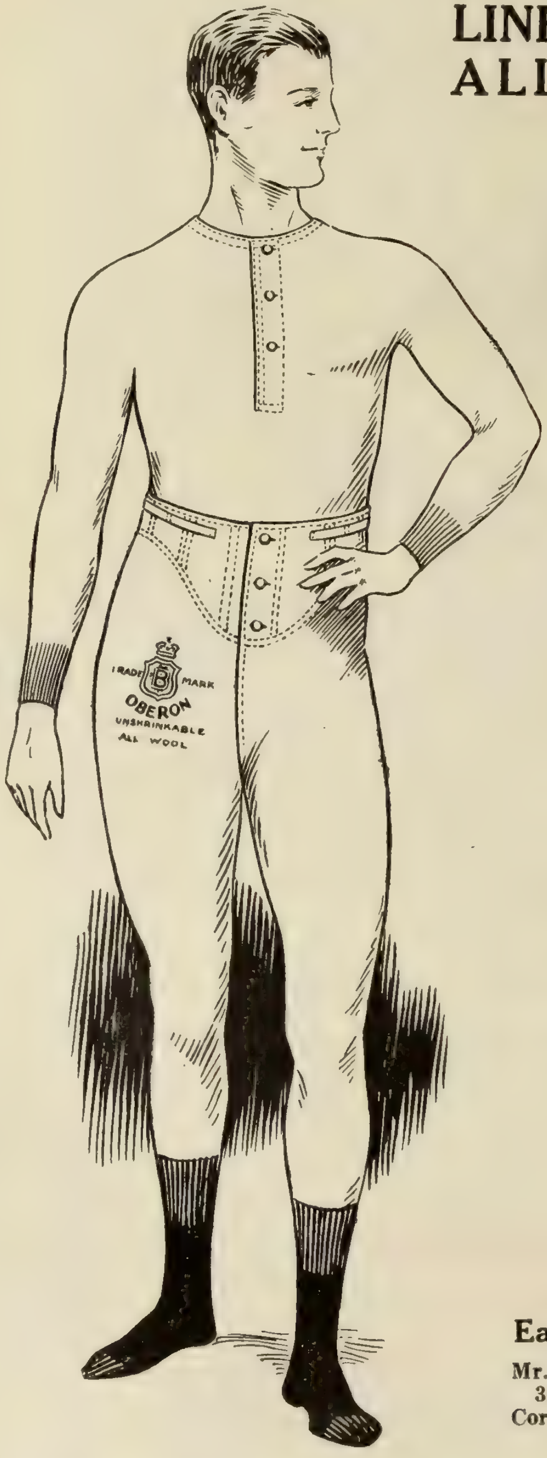
Dominion Suspender
Co., Limited
NIAGARA FALLS, CANADA

"Suspenders in which quality has first consideration"

GEORGE BRETTLE & Co. LTD.

Manufacturers and Merchants

119 WOOD STREET, LONDON, E.C. 2, ENGLAND



LINES THAT ARE TRUSTED ALL OVER THE WORLD

"OBERON" Underwear

TRADE B MARK
OBERON

Brettle's famous brand, made in all garments and all sizes for Men, Youths and Boys, is recognized by progressive Outfitters and Drapers everywhere as being one of the most leading and reliable lines of British Underwear. Here are a few reasons why: "OBERON" Underwear is woven from high grade yarns of soft, yet durable quality. It is amply cut and neatly, yet strongly seamed. "OBERON" Underwear looks and IS cosy and comfortable—giving the wearer complete satisfaction.

"OBERON" Men's Socks

are made in a wide and varied range of Silks and Black, Colours and Embroidered Cashmeres. We are constantly adding new lines, thus ensuring that the selection is always up-to-the-moment with the trend of fashion. "OBERON" Men's Socks—in common with every "OBERON" production — represent always the utmost value.

Samples are in the hands of our Representatives

Eastern Provinces :

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Sts.
Toronto

Western Provinces :

Mr. G. E. Ledder,
62 Grace Court
Cornox Street,
Vancouver, B.C.

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

Milne's Neckwear News for December

A MERRY XMAS

Distinctive Neckwear

May this Christmastide be brimful of joy and cheer and may the New Year be one of great prosperity and good health.

We are deeply appreciative of your patient forbearance during this fading year of abnormal conditions and are looking forward to easier manufacturing conditions for 1920.

WILLIAM MILNE

The Newest in Neckwear

50 York Street Toronto

A Merry Christmas

Your Christmas Merry and Bright, Your New Year Fruitful in New Business, Good Health and Abundant Prosperity—that is our hearty wish to all our friends and patrons.

IN the future as in the past we feel sure that C. N. & R. "*Proper Clothes*" will help our customers to realize in full the good wishes which we extend.

Coppley, Noyes & Randall, Limited

Hamilton, Ontario

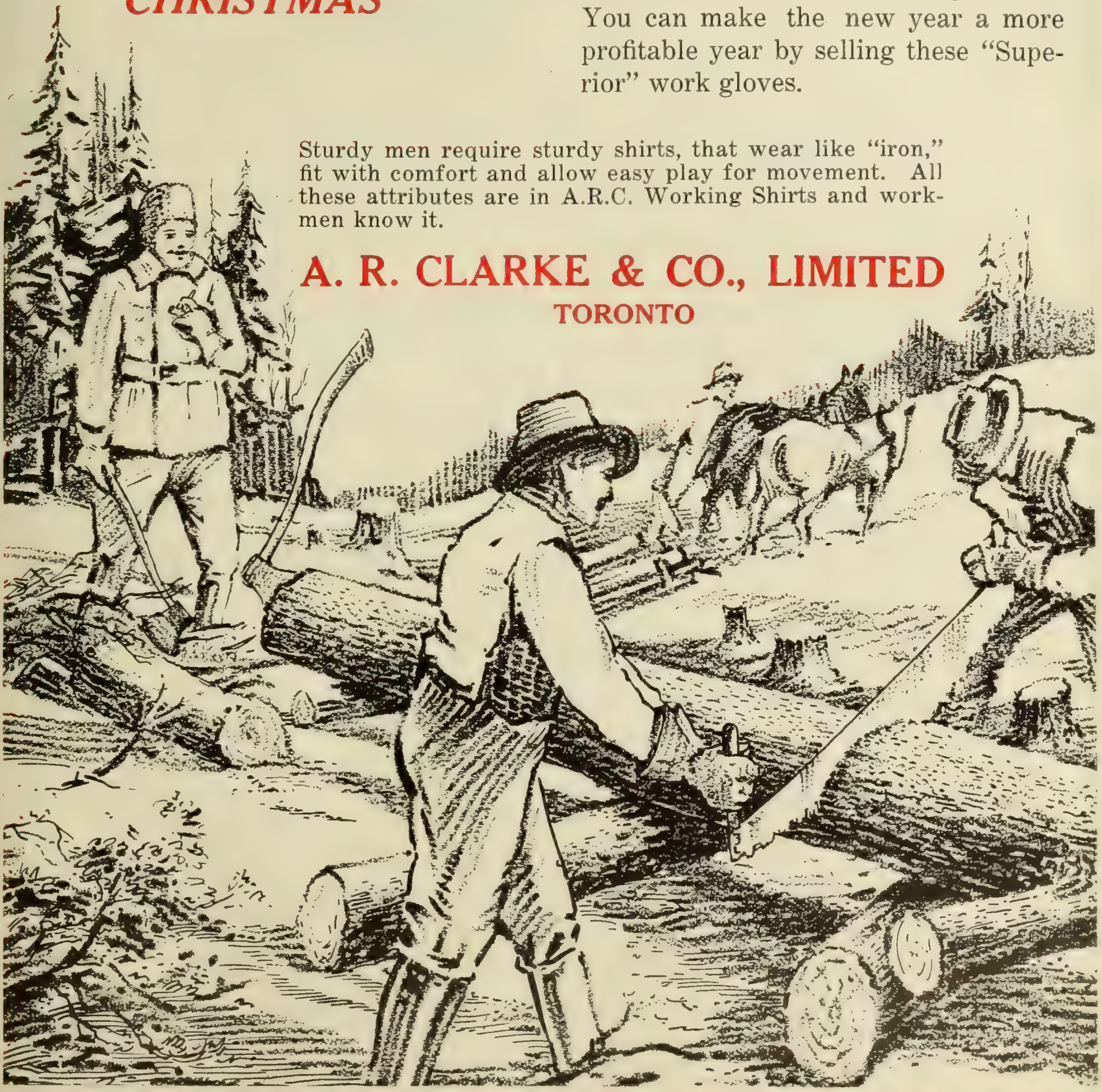
ARC
BRAND

TO our many friends and customers throughout Canada we wish

A MERRY CHRISTMAS

The Out-door Worker

Every man who works in the great "out-doors" will appreciate the fine wearing qualities, the easy fit and comfort of A.R.C. Brand Working Gloves. You can make the new year a more profitable year by selling these "Superior" work gloves.



Sturdy men require sturdy shirts, that wear like "iron," fit with comfort and allow easy play for movement. All these attributes are in A.R.C. Working Shirts and workmen know it.

A. R. CLARKE & CO., LIMITED
TORONTO

We Extend to our Customers and Other Friends Our

Best Wishes for
A Merry Christmas
and
A Happy New Year

It will be our endeavour in 1920 to render you **real service** and assist you in every way during this trying reconstruction period.

THE HOUSE OF SERVICE

PALTER BROTHERS
Manufacturers of Hats, Caps and Uniform Caps
122-128 Wellington Street West, Toronto

The Dale Wax Figure Co.
LIMITED
86 York Street
Toronto

We desire to wish all of our Friends a very Merry Christmas and a Prosperous New Year.

We will strive to the utmost of our ability to serve you better as the years go by.

The Dale Wax Figure Co.
LIMITED
86 York Street
Toronto

The Kay Cutting Company

Manufacturers of
NARROW FABRICS

WAIST BAND CANVAS

and
Bias or Straight Cut Binding of every description.

SKIRT BELTINGS

Carried in Soft and Hard Finish in widths

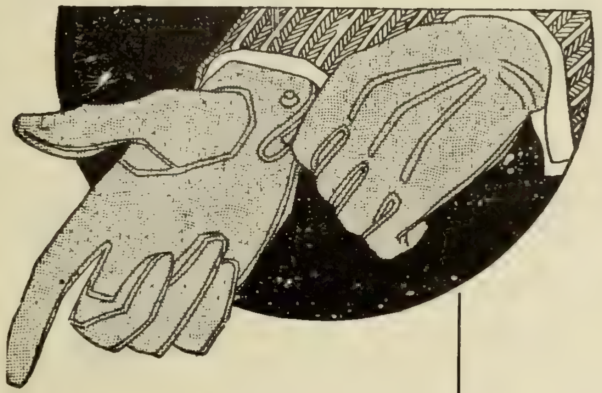
1¼" up.

CUTTING

Have the mills ship your goods to us. We will cut them Straight or Bias, folded or plain edge, and forward them on to you. Goods cut or manufactured by us add a distinctive finish to a garment.

THE KAY CUTTING COMPANY
734-36-38 St. Paul St. W., Montreal
Stocks carried at TORONTO and WINNIPEG

PERRIN'S GLOVE



Two
Names
Supreme
in
Glovedom
"PERRIN"
AND
"KAYSER"

Evidence

The ever-increasing popularity of these two well-established brands of Gloves is certain evidence of their superiority.

Everywhere these names are known to be synonymous of genuine value and ultra-smart effects.

Dealers from Coast to Coast are recognizing the many advantages in stocking these reliable lines. The name in each case speaks for itself. Every sale means a satisfied customer.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

P. K. COMPANY, LIMITED
Successors to
PERRIN FRERES & CIE
Sommer Bldg., Montreal

Timely Xmas Suggestions

Now is the time to feature "Avon - Knit" products in your Christmas displays.

Sweater Coats and Knitted Gloves make ideal presents, so bear this in mind—if you push "Avon-Knit" goods this Christmas you can make it an exceedingly profitable as well as joyous one.

Our travellers will be out on the road after January 1st, 1920. Send us a postal card and make sure of a call from our representative.

May we take this opportunity to wish you a most joyous Christmas and a profitable, Happy New Year.

Avon Hosiery, Limited

STRATFORD,
ONT., CANADA

Are You Selling This Kind of Glove?

In work gloves, wear is the all-important requirement. They get hard use—and they must be made to stand that kind of use—in order to satisfy and bring people back for "more of the same brand." A ripped seam means trouble for the dealer who sold the gloves and the manufacturer who made them. We avoid that kind of trouble, first by using machinery that stitches seams so they stay stitched; secondly, by a system of rigid inspection, whereby a glove that may have been carelessly handled is promptly thrown into the discard. Thus wearers of TAPATCO gloves always get satisfaction. When a pair does wear out, the wearer of them has had such splendid service that he asks for "another pair of the same brand."

If you value your customer's good will and aim to get all the big glove trade in your town, you need this line.

"Months of Wear in Every Pair"

TAPATCO

REGISTERED TRADE MARK

BRAND

GLOVES & MITTS

STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

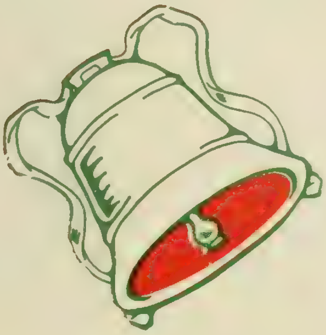
MATERIALS—Leather Tip, Leather Faced, Jersey Gloves and Mitts in Tan, Slate or Oxford.

Merchants find a ready sale for

TAPATCO
Collar Pads

Make horse collars fit snugly. Use them to protect your horses.

The American Pad and Textile Company
Chatham, Ontario



Christmas Greetings

We sincerely thank our many friends for their expressions of goodwill during the past year and wish them a Merry Christmas and a New Year abundant with prosperity and health.

Wm. H. Leishman & Co.
Limited

68 Temperance Street
Toronto

Makers of the Best Tailored Garments for Men

OUR REPRESENTATIVES ARE NOW
ON THE ROAD SHOWING THE
SPRING 1920
LINE OF
JUVENILE, BOYS' AND
YOUNG MEN'S CLOTHING

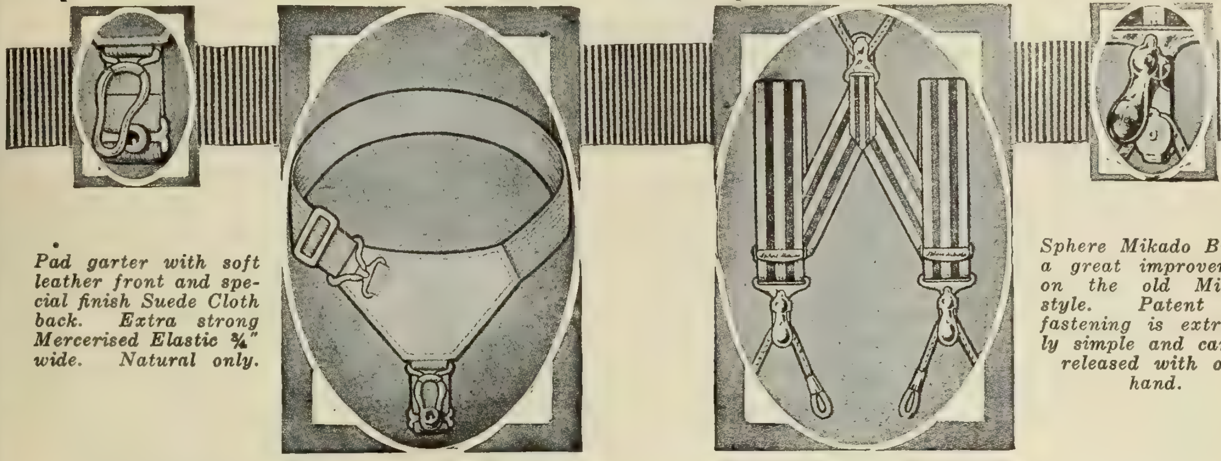
Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

BROADWAY
AT 19TH STREET
NEW YORK

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT

Sphere Garters · *Sphere* Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic ¾" wide. Natural only.

Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

Wholesale only:

FAIRE BROS. & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2. **32, George Street, Manchester.**

No Hat Shop Should be Without A Complete Line of High-Grade

Chauffeurs' Caps

We specialize in Uniform Caps for all requirements—Police and Fire Departments, Railways, Steamships, Military and Naval.

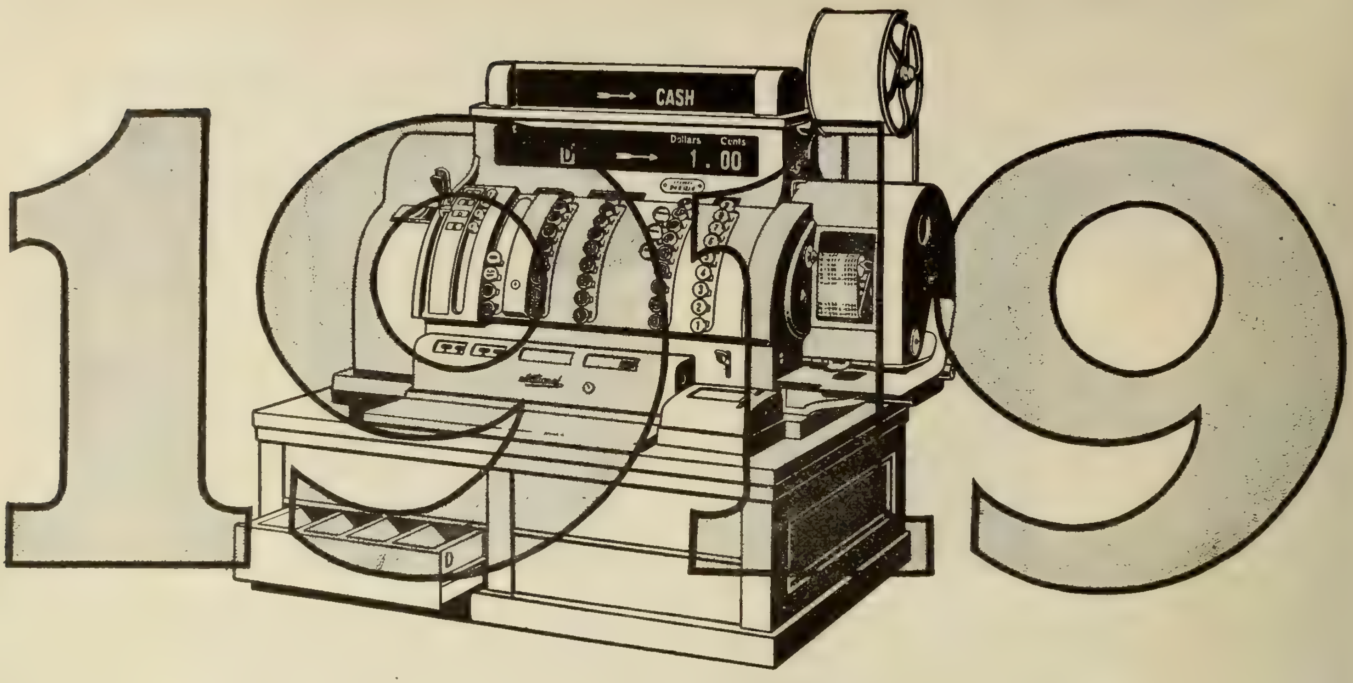
Makers of the best Metal Badges and Buttons. Let us quote you on specially designed badges for your local Police and Fire Departments.

Send For Our Illustrated Catalog.

WILLIAM SCULLY, LIMITED

Manufacturers of Military and Uniform Equipment

320 UNIVERSITY ST., MONTREAL



Our business doubled this year

WE did twice as much business this year as we did during any other year in our history.

This shows that merchants realize more than ever before that they should get their store records quickly and economically by machinery instead of by the slow, expensive hand method.

It shows in the best way possible that up-to-date National Cash Registers are helping merchants solve their problems most satisfactorily to themselves, their clerks, and their customers.

It is the very best evidence that our efforts to build a labor and time-saving machine are appreciated by merchants everywhere. It shows that up-to-date National Cash Registers are meeting the needs of retail stores in every country in the world.

Up-to-date National Cash Registers are a business necessity

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	**714 Second Street, W.**
Edmonton	**5 McLeod Bldg.**
Halifax	**63 Granville Street**
Hamilton	**14 Main Street E.**
London	**350 Dundas Street**
Montreal	**122 St. Catherine Street, W.**
Ottawa	**306 Bank Street**
Quebec	**133 St. Paul Street**
Regina	**1820 Cornwall Street**
Saskatoon	**265 Third Avenue, S.**
St. John	**50 St. Germain Street**
Toronto	**40 Adelaide Street, W.**
Vancouver	**524 Pender Street, W.**
Winnipeg	**213 McDermot Avenue**

FACTORY: TORONTO, ONTARIO

Greeting

TO our many patrons — those numerous friends who through their loyalty and goodwill, have made possible for us a profitable business year, we take this means to wish you in all sincerity

A Merry Xmas

and may the New Year bring you a full measure of prosperity, health, and happiness, and may its advent see the culmination of many a long-cherished desire.

THE MILLER MFG. CO., LTD.

Manufacturers of the Famous Miller Breeches,
Duck and Summer Clothing and Summer Specialties

44 YORK ST. :: TORONTO

Exacting Customers

Sportsmen, miners, railroad men and all other outdoor workers are exacting customers when it comes to buying underwear — they demand something that combines warmth and comfort with best service.

Make sure of retaining their custom show them Atlantics.

Made of hardy Maritime wool, Atlantic Underwear is expressly constructed to meet the requirements of open air men.

Your jobber has them.

ATLANTIC

ATLANTIC UNDERWEAR
LIMITED
MONCTON, N.B.
E. H. WALSH & COMPANY
Montreal and Toronto
Selling agents for Quebec, Ontario and
Western Provinces

Jaeger

"BRITISH FOUNDED 1883"

Doing Our Best Under Difficulties

The year 1919, though relieved of the anxieties of the great war, has been beset by many new and difficult problems in the commercial world.

The great shortage of goods has as yet by no means been remedied nor does it promise to be so for some time to come.

Notwithstanding almost insurmountable difficulties we have been able to "carry on" with remarkable success, and the number of letters of commendation received from Jaeger agents all over Canada, on the service we have tendered, shows that our efforts have not been entirely without appreciation.

Though the outlook for 1920 is still clouded, we can assure you we are doing our very best to meet every reasonable demand and trust that our future service may still further improve.

We send all Jaeger supporters our heartiest good wishes for Christmas and the New Year

Dr. Jaeger's Sanitary Woollen System Company, Limited
Head Office and Wholesale Warehouse
243 Bleury Street
Montreal

Roberts Clothing Co.

Manufacturers of Men's Pants

The year 1919 will go down in history as one of the most memorable Canada has ever experienced. With the world at peace Canada can look confidently forward to a vast and prosperous future.

This does not mean that goods will be plentiful or prices likely to decline for some time at least as the absolute starvation which is facing Europe applies not only to food but also to clothing.

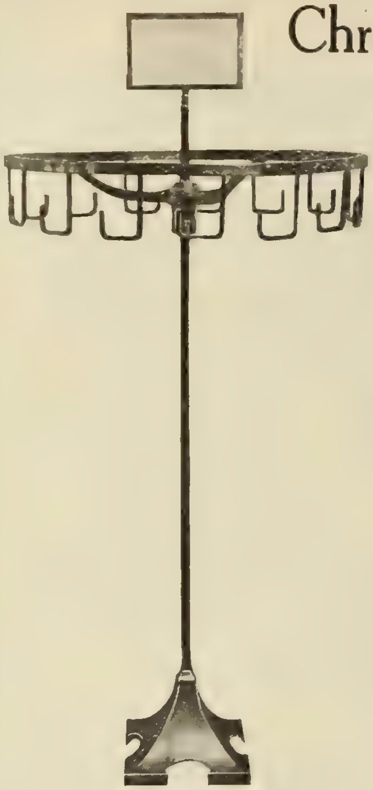
We desire to thank our many customers and friends who have so generously extended to us their business during the year a very

Merry Christmas

and a

Prosperous New Year

Roberts Clothing Co.
"MADEWELL BRAND"
Manufacturers of Men's Pants



Christmas Neckwear

must be properly displayed if you wish to make the most profit possible.

No. 1130 Tie Stand is the best stand for the purpose.

Write us at once for Catalogue of Fixtures, Coat Forms, etc.—or call at our showrooms, 161 King Street West.

CLATWORTHY & SON
LIMITED
TORONTO

We extend to our
Customers and Friends
our Best Wishes for

A Merry Christmas
and
A Happy New Year

May the New Year bring to all prosperity and a full measure of health and happiness.

H. E. DAVIS & CO.
117-19-21 St. Henry St. - Montreal

Manufacturers of
"STORM RESISTA"
Waterproof Garments

"Craftana"

Registered No 262.005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

BOYS
LION
BRAND
CLOTHING

"Lion" Brand of Boys' Bloomers

We make and sell the above line of goods to the best clothing people in the country. They tell us that there is a cut, style, and make not found in other goods and this must be so because we cannot keep up with the demand.

Stock "Lion" Brand goods and you are sure of giving your customers satisfaction.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

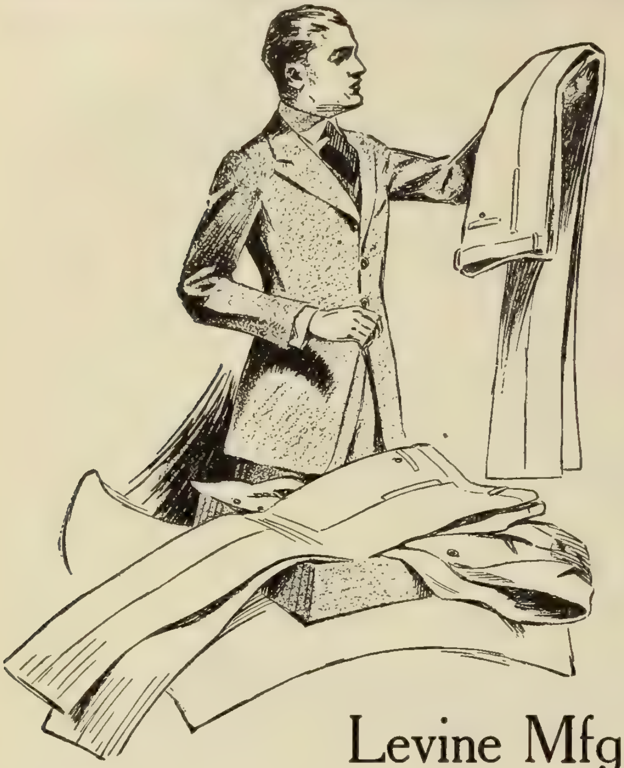
Factories at
Clinton, Goderich, Exeter and Hensall

CLASSIC CLOTHES

Sincerely wishing you a
Merry Christmas
and a Bright and
Prosperous New Year,
which may realize your
highest aims

E. G. HACHBORN & CO.
Toronto

Style-Craft
TAILORED CLOTHES



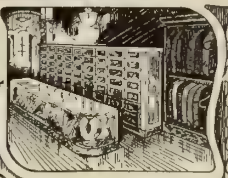
The ? of the hour

Production—the "bug bear" of most manufacturers—is the least of our worries. Here's how we solved the big question and why we can guarantee prompt delivery on any quantity of men's fine and working trousers.

Every week we turn out 2,000 pairs of Wear-Well Men's Pants. But remember this fact—increased production **does not mean a decrease in quality,** so you can still depend on Wear-Well quality and immediate deliveries.

See our samples.

Levine Mfg. Co., 162 John St., Toronto



The New Way System

FOR UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

CLOTHING,
DRY GOODS,
GENTS' FURNISHINGS,
DEPARTMENT STORES.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch:
71 Bleury Street
Montreal. P.Q.

Head Office:
29-31 Adelaide St. West.
Toronto. Ont.

Western Branch
437 Main Street
Winnipeg. Man

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

The Deacon Shirt Company

announce that their lines of Men's and Boys' SHIRTS for the Spring of 1920 are now being shown by their traveling representatives. Our range includes many desirable numbers in Starched lines as well as Outing and Working Shirts.

The Deacon Shirt Co.
BELLEVILLE, ONTARIO

Demand!

The demand for C. B. G. products has been so great that it has kept us "humping" to keep up with the steady stream of orders.

We are doing our best to meet dealers' requirements as promptly as is consistent with maintaining the usual high quality of C. B. G. goods.

C.B.G.
TRADEMARK

on shirts, sweaters, smoking jackets, dressing gowns and hosiery has come to stand for superior quality of materials, distinctiveness of style and carefully finished workmanship.

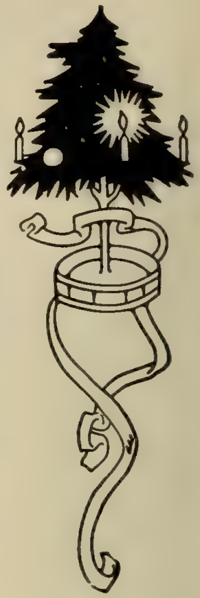
It is no part of our plan to lower, by over-hasty production, the standard which has won such a favorable position for our product.

At the same time, we are speeding up as much as we can.

We wish to thank our dealers for their co-operation in keeping C. B. G. goods in a prominent position before their customers, and assure them that we shall continue to do all in our power to meet their requirements in the coming busy months.

Caulfeild, Burns & Gibson, Limited
60-62 Front Street West, Toronto

Christmas Greetings



We cordially extend to our patrons and friends a most hearty greeting and a sincere wish that the New Year will bring with it unalloyed prosperity, good health and a full measure of happiness.

Our 1920 Spring assortments are now ready for your inspection. You'll find them springy, refined and cleverly tailored clothes—garments that appeal to the young man who knows good clothes and whose business or social position demands that he wear impressive quality and style.

See our samples.

York Clothing Company

35 Church Street, Toronto

POPULAR BRAND TROUSERS

Made by the
Vineberg Pants Co.
Montreal, P.Q.

160 McGill St.
Montreal

The Vineberg Pants Co.

and their

Travellers

Thank their patrons for the past season's liberal business and wish them a

Merry Christmas
and
A Happy New Year

CITY OF CALGARY

Cloth, Etc., for Uniforms

Sealed tenders in duplicate, on City Tender Forms, marked "Tender, Uniforms" will be received at the City Clerk's Office up to 5 p.m. on Thursday, December 11th, 1919, for supplying the city with the cloth and other materials necessary to make uniforms, all as contained in specifications and information obtainable at the office of the City Clerk, City Hall, Calgary, Alta.

J. M. MILLER,
City Clerk.

SPECIAL VALUES

Direct from Mill to the Trade through Commission Merchants

Grey and Fancy Worsteds
Blue and Black Serges
Pure Wool Scotch Tweeds
for Men's Wear
Also
Botany Wool Serges, Gabardines, Etc.
for Women's Wear

C. E. ROBINSON & CO.

Importers and Commission Merchants

Mappin & Webb Building
10 VICTORIA ST. MONTREAL
Tel. Uptown 8553

Model Form No. 2014
Note the Neat Fitting of Coat

We Wish You
A Merry Xmas
and
A Happy New Year

Be on the lookout for our new illustrated catalogue folder, ready in January, showing novelties in fixtures, and forms for spring.

DELFOSSE & CO.

247-249 Craig St. W.
Factory 1 to 19 Hermine St.
MONTREAL

ARM & HAMMER BRAND
SHIRTS OVERALLS
J. A. HAUGH MFG. CO. LTD.

Wishing you Prosperity & Happiness during the coming year

You can be assured of a most profitable New Year if you handle "Arm and Hammer Brand" Shirts and Overalls.

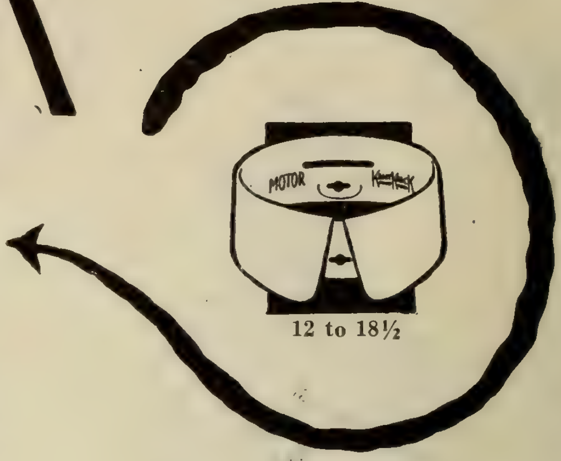
They're made from the strongest materials, well sewn and tailored for wear and roomy comfort. You'll find them fine sellers and very profitable to handle—the kind that makes steady customers of your transient trade.

Haugh's "Kiddy Garment," as illustrated on left, is a splendid juvenile seller.

The J. A. Haugh Mfg. Co., Ltd.
TORONTO, CANADA

KANTKRACK

Trade Mark Registered



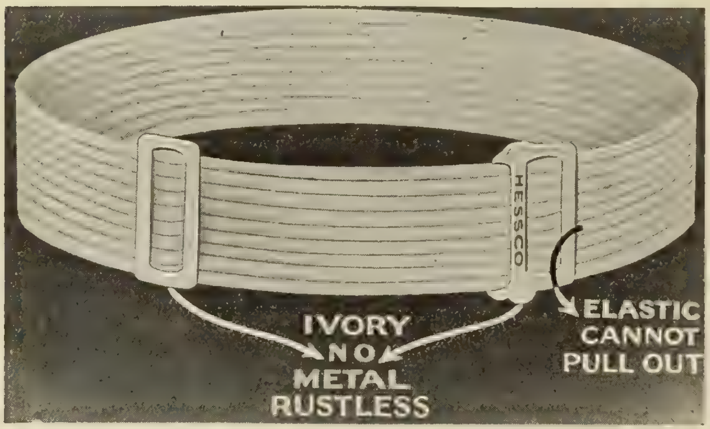
12 to 18½

YOU can't tell a **KANTKRACK** from a linen collar.

A stylish, economical collar that will outlast at least six linen collars and save on an average of ten dollars a year in laundry bills—a collar that is cleanable in an instant and one that cannot be told from an ordinary linen collar—that's **KANTKRACK** —the collar that sells so well and gives such satisfaction. Why not order a stock to-day?

The Parsons *and* Parsons Canadian Co.

Est. in U.S.A. 1879 **Hamilton, Canada** Est. in Canada 1907



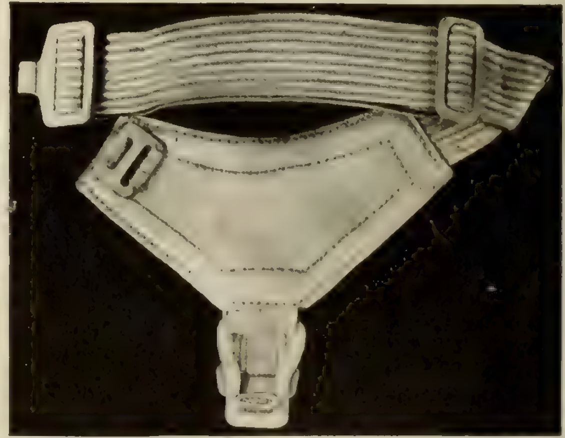
The "Hessco" Arm Band

A good looking and durable arm band made to retail at 25c, 35c and 50c (silk cord).

There is no metal whatever in the "Hessco," and another important point—**the elastic cannot pull out.**

The "Hesco" Arm Band is a money maker. Send for a trial supply to

This is a "Hessco" Garter



Retails at 50c and 75c. Ivory Clasps and Buckles. No metal to rust or scratch. Good looking. Big value. Patented catch — simple and reliable.

Get a trial supply.

HESSCO
Trade Mark
REGISTERED

KITCHENER SUSPENDER CO., LIMITED
KITCHENER, ONTARIO

Bigger Business for 1920

Now is the time to stock up for the New Year which is bound to be a big year for business. A great increase in production will mean a greater demand for work garments.

KITCHEN'S "Railroad Signal" OVERALLS

is a line that has won great favor with the working men, so let them know that you have it and business is assured.

Kitchen Overalls are built to stand the hardest kind of wear and tear. They are comfortable, have high bib to protect under-garment, and plenty of roomy pockets.

We also make the famous Railroad Signal open-front work shirt, an equally popular line.

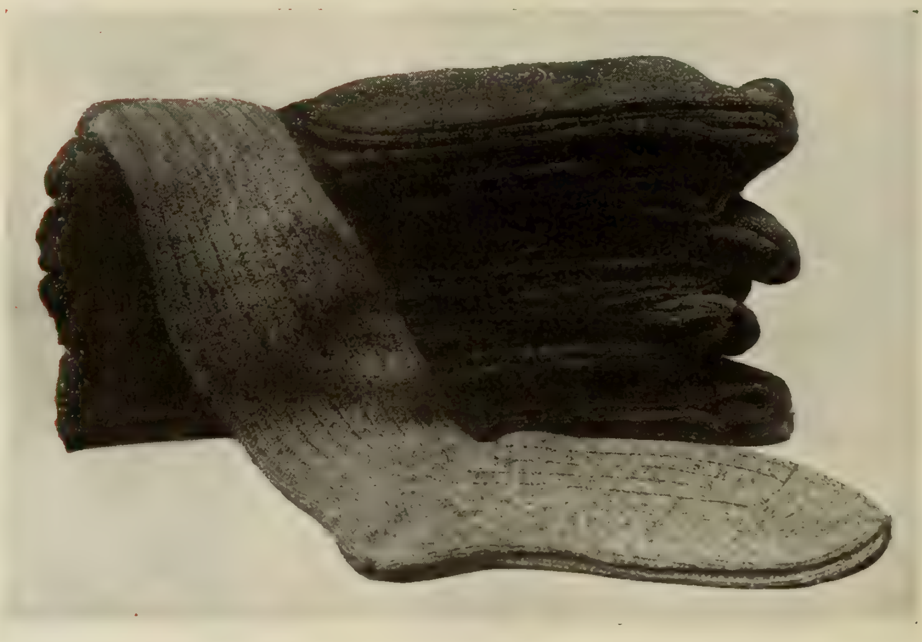
Resolve now to have your share of this growing business.

Write for information

Kitchen Overall and Shirt Co., Ltd.
Brantford • Ontario

Hawthorn Hosiery For Men

HAWTHORN



Men's pure wool hose, with many distinctive features that render them really different from the ordinary hose—all the looping is done by HAND, the quality of yarn is decidedly superior, the finish is exceptionally smooth and the value is the best obtainable. These and other special features will appeal to your "particular" customers.

Place a sorting order with your jobbers for immediate delivery.

You have our sincere wishes for a
Happy Christmas and Prosperous New Year

Hawthorn Mills, Limited

Carleton Place, Ontario

Selling Agents:

TORONTO—Little & Little, 152 Bay St.
MONTREAL—Luke F. Moore, Coristine Bldg.
PICTOU, N.S.—V. A. Barnwell.
WINNIPEG—Fred Rumble, Hammond Bldg.
VANCOUVER—A. J. Snell, Vancouver Hotel.

A Greeting

That your Christmas be merry and bright, your New Year fruitful in new business, good health and abundant prosperity—that is our hearty greeting to all our patrons and friends.

THE Lang SHIRT

We desire to thank our many customers throughout Canada for the big business they have given us and that has enabled us to close a most successful year.

The Lang Shirt Co., Limited

Kitchener, Ontario

1919

The Closing Year

has been one of the most difficult in our history.

Merchants wanted goods—wanted large consignments and wanted them quickly.

The excellent selling and satisfaction-giving qualities of

Crown Brand Pants
and
Duktex Weatherproof Coats

together with increased requirements, have led to an unprecedented demand.

Despite conditions of labor and raw material we are pleased to say we have been *able to fill over* 95% of all orders. This has been accomplished only by careful foresight and the utmost effort. Markets have been scoured for up-to-date merchandise and increased prices paid, goods being delivered in many cases even below cost, rather than disappoint our patrons.

CROWN PANTS COMPANY

322 Notre Dame St. W. **MONTREAL**

1920

We stand, therefore, on the threshold of a new year with *a proud record of satisfied customers* which has done much to bring

Crown Pants
and
Duktex Coats

to the favorable attention of the trade. Moreover, we *stand for permanent service* and hope during the coming season to merit even further if possible your esteemed confidence and patronage.

Greetings—

We take this opportunity to express our gratitude for your many favors in the past and to extend our heartiest good wishes for a prosperous New Year.

Our staff, from the highest to the lowest, join with us, and we sincerely trust that the pleasant relations of the past will continue throughout the coming year.

DUKTEX COAT COMPANY

322 Notre Dame St. W. **MONTREAL**

DELPARK

PRODUCTIONS

Thank You, and—

A Merry Christmas!

For your liberal patronage during 1919—for the confidence you have shown in Delpark productions we sincerely thank you and cordially wish you a real, old Merry Christmas and a New Year that will break all records for successful business.

May you continue to find Delpark productions the most dependable "customer pleasers" throughout the New Year and we can assure you that in spite of the unusual production difficulties we shall endeavor to give your esteemed orders the best attention and deliveries possible.

DELPARK CANADA, INCORPORATED
VAN ALLEN COMPANY, LIMITED
HEAD OFFICE : : : 153 NOTRE DAME STREET WEST
MONTREAL

FACTORIES: HAMILTON, ONT.

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax

OUR THANKS FOR A BIG 1919

We take this opportunity of thanking our numerous customers and friends for their liberal patronage during the seasons of 1919.

You have done much to make our business a success and we feel sure the liberal orders you have given for

S R & Co

“Fit Well” WATERPROOF

BEST BRITISH MAKE

will mean increased business both for yourselves and us.

Planning for A Bigger 1920

We are already preparing for a bigger 1920, so much so that we have leased much larger and more modern premises, comprising the entire ground floor of the New Sommer Building, Mayor Street, of which we take possession during March or April.

Here we trust to be able to give you a still better service than in the past.

Trusting that the cordial relations established between us may long be continued and wishing you and yours a Merry Christmas and still greater Happiness and Prosperity in the New Year.

S. RUBIN and COMPANY

Mfrs. of the
FIT WELL WATERPROOFS
437 St. Paul St. W. **Montreal**

Mighty Oaks Fr

How Canada's Greatest Cap Business Was Built

WARREN OGILVIE
President and Managing Director
Eastern Hat and Cap Mfg Co., Ltd.

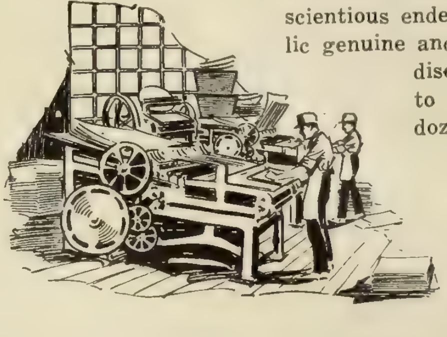
THE dawn of many of Canada's greatest enterprises as well as that of many of our foremost men was first seen in the East. Therefore in the country of the rising sun it was altogether fitting and appropriate that the inception and development of what has grown to be Canada's greatest cloth headwear industry should have taken place.

The Eastern cap factory located in Truro, Nova Scotia, was started about 12 years ago in a very small way, by a very young man. Warren Ogilvie, the young man in question, mixed brains with his labor and it is largely through his efforts that the cloth headwear business is to-day a recognized and important branch of our manufacturing industries. Eastern Brand caps are known from coast to coast. Over 5,000 merchants sell them, and several hundred workers find steady employment the year round in making them.

The markets of the world are regularly combed for attractive materials to be fashioned into headwear for the whole family.

To-day It Stands Pre-eminent

The Eastern plant is to-day the largest in the country devoted exclusively to the production of cloth headwear. It has developed to this pre-eminent position because of its undaunted energy and farsighted policy of sweeping away old traditions and replacing them with new and better methods. Through an intimate knowledge of the business and a conscientious endeavour to give the public genuine and meritorious merchandise, it has forged rapidly to the front in the past dozen years until to-day it stands head and shoulders over all others. The variety and extensiveness of the range of dependable headwear produced has grown greater each season, and is to-day bigger and better than ever.



The Eastern Print Shop pours forth coloured window cards, calendars and advertising in large volume.

Many Exclu

It is not size alone that makes the Eastern predominant, for it has many notable originations standing to its credit. It patented and introduced the first knitted inside band cap for winter wear, also the Patented Leather Shield for sum-

EASTERN
TRADE MARK
HATS & CAPS
FOR DAD AND HIS LAD

The Famous Eastern Trademark

The astonishing growth of the Eastern Hat and Cap Mfg. Co., Ltd., of Truro, N.S., is an excellent example of what initiative

McCONNELL & FERGUSSON
Montreal Toronto

om Acorns Grow

The largest factory devoted to making headwear in Canada. Every part of this large plan is used exclusively for making Eastern products

sive Patents

mer wear, which has since been adopted by leading American manufacturers, and more recently, the well-known Klingklose Inside Band Cap, generally recognized as the most practical cap on the market for Canadian winters.

OTHER PRODUCTIONS ARE

Cravenette Weather-proof styles, with optical attachments, for motorists.

Men's and Boys' Tweed Hats.

Ladies' and Misses' Silk and Velour Sport Hats.

Children's Velour Hats.

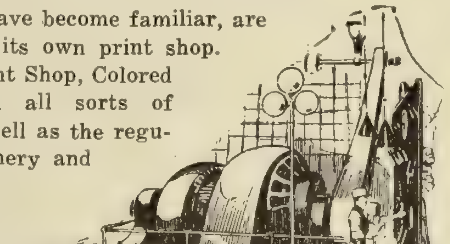
and modern merchandise methods can accomplish. We are proud to number this progressive firm among our clients.

ADVERTISING AGENCY
London Winnipeg

A Self-contained Factory

The factory is equipped with every modern facility for turning out merchandise. A power plant has been installed where the company produces its own electric light and power, thus making it independent of outside sources.

The attractively coloured window and store cards with which thousands have become familiar, are also produced right in its own print shop. At the Eastern Cap Print Shop, Colored Cards, Calendars, and all sorts of advertising matter as well as the regular run of office stationery and of office stationery and business forms, are unceasingly turned out. The standard of printing maintained is equal to that of the best printing houses.



The Eastern people make their own light and power

MR. MERCHANT

A successful business is not judged by the balance sheet alone, but by the wide range of friends it also makes.

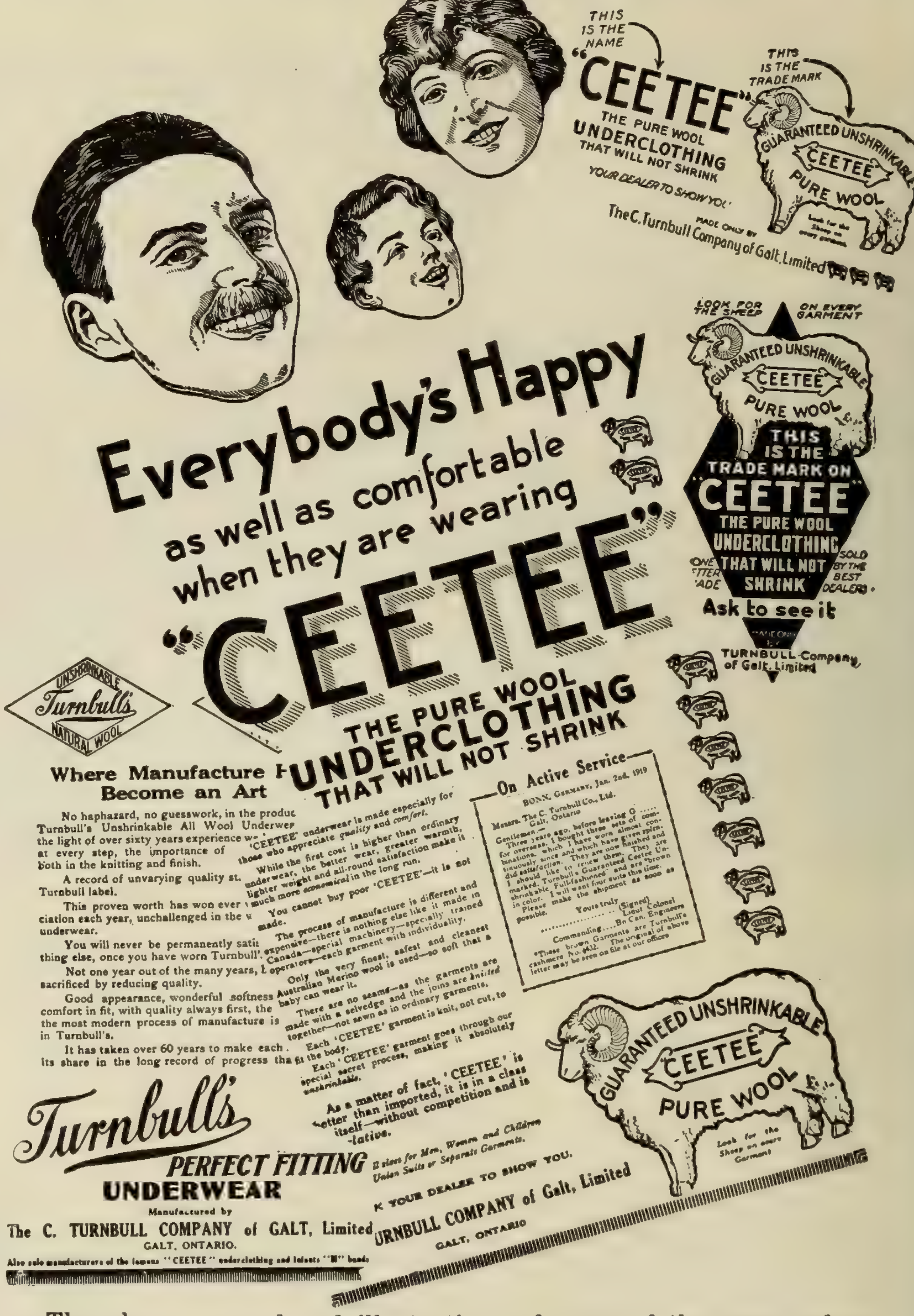
You—if you wish an increase of business and at the same time a contented patronage—can secure both by loyally co-operating with those who are giving you National Advertising Support.

We are now advertising in leading Canadian newspapers and magazines.

"CEETEE" Underclothing

Do you want to derive your share of the profits and benefits from this advertising?

If so, link up your store with it by putting in window displays from time to time. This is the closing point in the people's minds. They read the advertisement and see the goods in your window and go in and buy. It is team-work like this that will make you smile when balancing time arrives.



THIS IS THE NAME
"CEETEE"
THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK
YOUR DEALER TO SHOW YOU
MADE ONLY BY
The C. Turnbull Company of Galt, Limited

THIS IS THE TRADE MARK
GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL
Look for the Sheep on every Garment

LOOK FOR THE SHEEP ON EVERY GARMENT
GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL
THIS IS THE TRADE MARK ON
"CEETEE"
THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT
SHRINK
ONE
TTER
ADE
SOLD BY THE BEST DEALERS
Ask to see it
MADE ONLY BY
TURNBULL Company
of Galt, Limited

Everybody's Happy
as well as comfortable
when they are wearing
"CEETEE"
THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

'CEETEE' underwear is made especially for those who appreciate *quality* and *comfort*.

While the first cost is higher than ordinary underwear, the better wear, greater warmth, lighter weight and all-round satisfaction make it much more *economical* in the long run.

You cannot buy poor 'CEETEE'—it is not made.

The process of manufacture is different and expensive—there is nothing else like it made in Canada—special machinery—specially trained operators—each garment with individuality.

Only the very finest, safest and cleanest Australian Merino wool is used—so soft that a baby can wear it.

There are no seams—as the garments are made with a selvedge and the joins are *knitted* together—not sewn as in ordinary garments.

Each 'CEETEE' garment is knit, not cut, to fit the body.

Each 'CEETEE' garment goes through our special secret process, making it absolutely *unshrinkable*.

As a matter of fact, 'CEETEE' is better than imported, it is in a class itself—without competition and is -lative.

ll sizes for Men, Women and Children
Union Suits or Separate Garments.

K YOUR DEALER TO SHOW YOU.

URNBULL COMPANY of Galt, Limited
GALT, ONTARIO

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL
Look for the Sheep on every Garment

—On Active Service—

BONN, GERMANY, Jan. 2nd, 1919

Messrs. The C. Turnbull Co., Ltd.
Galt, Ontario

Gentlemen,—

Three years ago, before leaving G ..... for overseas, I bought three sets of combinations, which I have worn almost continuously since and which have given *splendid satisfaction*. They are now finished and I should like to renew them. They are marked, Turnbull's Guaranteed Ceetee Unshrinkable Full-fashioned" and are "brown in color. I will want four suits this time.

Please make the shipment as soon as possible.

Yours truly
.... (Signed)
Lieut Colonel
Commanding.....Bn Can. Engineers

"These brown Garments are Turnbull's cashmere No. 6432. The original of above letter may be seen on file at our offices

UNSHRINKABLE
Turnbull's
NATURAL WOOL

Where Manufacture H
Become an Art

No haphazard, no guesswork, in the produc
Turnbull's Unshrinkable All Wool Underwe
the light of over sixty years experience w
at every step, the importance of
both in the knitting and finish.

A record of unvarying quality st.
Turnbull label.

This proven worth has won ever
ciation each year, unchallenged in the u
underwear.

You will never be permanently sati
thing else, once you have worn Turnbull'.

Not one year out of the many years, l
sacrificed by reducing quality.

Good appearance, wonderful softness
comfort in fit, with quality always first, the
the most modern process of manufacture is
in Turnbull's.

It has taken over 60 years to make each .
its share in the long record of progress tha

Turnbull's
PERFECT FITTING
UNDERWEAR
Manufactured by
The C. TURNBULL COMPANY of GALT, Limited
GALT, ONTARIO.
Also sole manufacturers of the famous "CEETEE" underclothing and Infants "M" bands

The above are reduced illustrations of some of the many advertisements now appearing all over Canada.

If you wish any of these advertisements we will be glad to supply you with Stereos, FREE OF CHARGE, for your own use in your local paper.

The C. TURNBULL CO. of Galt, Limited

Galt, Ontario

MEN'S WEAR REVIEW

Published First of Each Month

VOL. IX. TORONTO, DECEMBER, 1919 No. 12

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SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to register their names and addresses with the

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Tender forms with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

Special Terms to Hospitals, Etc.

Dominion, Provincial and Municipal departments, hospitals, charitable, philanthropic and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

Returned Soldiers and Sailors and Widows and Dependents of Soldiers and Sailors killed in the War may obtain supplies for their own personal use and not for re-sale, through the nearest branch of the Great War Veterans Association who will combine individual orders and forward to the War Purchasing Commission through the Dominion Command of the Great War Veterans Association. These services are rendered by the Great War Veterans Association to all parties in the classes named, whether members of the Great War Veterans Association or not.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. IX. TORONTO, DECEMBER, 1919 No. 12

Christmas Finds Trade Smiling

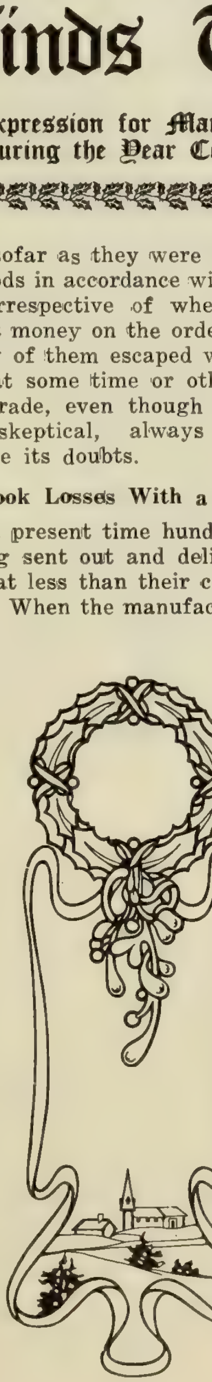
"Good Will to Men" is Significant Expression for Manufacturer and Retailer—Both Realize That Obstacles Encountered During the Year Could Not Have Been Avoided

WITH Christmas in the offing and the beginning of a new year not far off, conditions in the men's wear trade are in what might fairly be termed an almost chaotic state, but it is doubtful if manufacturer and retailer were ever on better terms. Both have weathered a strenuous year and facing the gale together seems to have brought them into closer relationship than might under other circumstances have been the case. Throughout the year that is fast drawing to a close the manufacturer has had a trying time. What with scarcity of material, unsettled labor conditions and inadequate production, his life has not been a merry one. Nor has the retailer—the man who comes between the manufacturer and the general public—avoided the thorns in picking the roses of prosperity. On the one hand he has been literally sitting on the factory steps continually in valiant efforts to get in enough supplies to meet the demands that have been made upon him, and, on the other hand, he has been trying to explain to his customers that he has been unable to get the goods at any price and also that, place the blame where they may, his escutcheon at least is clean of the charge of sending the cost of living to and beyond the Twentieth Plane.

Regarding the cordiality that exists between the man who turns out the goods and the man who hands them over to the public there can be no doubt. The retailer realizes full well that the manufacturer is doing all in his power to stabilize the market, that, no matter what measures he may take, he is unable to bring his production up to what it was in the days before the transformation of the labor world. He knows, too, that the majority of the manufacturers have, insofar as they were able, shipped their goods in accordance with the orders taken, irrespective of whether or not they lost money on the order. And that very few of them escaped without being burned at some time or other is known to the trade, even though the public—always skeptical, always suspicious—may have its doubts.

Took Losses With a Smile

At the present time hundreds of suits are being sent out and delivered to the retailer at less than their cost of manufacture. When the manufacturer bought his material he did so at a price which has since risen, perhaps, enormously. When he took his orders he did so on the basis of what his cloth, his help and his "overhead" cost him at that time. But between the time of taking the order and the time of delivery unforeseen difficulties may have arisen and unless he altered his prices and treated his contracts as "scraps of paper," the manufacturer stood to lose. This latter he chose to do rather than "go back" on the men with whom he had been doing business. What is more, the manufacturer in almost every instance did what he could to protect the men who had bought from him in the days when he solicited their business. All the wants of his old customers he may not have been able to fill, but he did what he could and shipments were made proportionately with those sent to these customers in the days when supplies were more plentiful than orders.



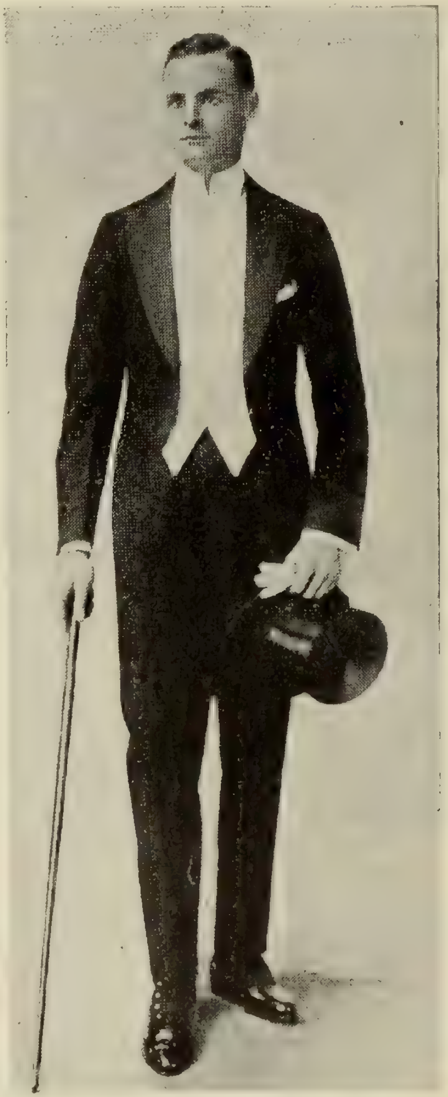
To these things the average retailer has not been blind. He has had his troubles, but that they were not more laborious in their way than those of the manufacturer he has understood. And, understanding, he has taken his rebuffs good humoredly. As the manufacturer has stood by him so now will he stand by the manufacturer. The day is coming when orders may again have to be solicited and the men who have played the game and played it fairly will not lose. They will not be left in the lurch.

For these reasons, therefore, there is no lack of good will in the trade. "Peace on earth" as an expression is more significant than ever before, and "Good will to men," as an exhortation, is, perhaps, more potent and more far-reaching than at any time since the world began.

Dealers in Men's Wear Facing Big Season for Evening Clothes

No Abatement in Demand Before End of February is Looked For

More Business Done in Past Year Than in Whole War Period



FOR the next two or three months anyway, the men who deal in evening clothes will be hard-pressed to meet the demand. Since the cessation of hostilities there has been a continuous and an insistent call for dress suits and all the articles that go with formal attire, and from all parts of the country come reports to the effect that, no matter what the price, these cannot be turned out fast enough. The fighting men are back now and as Christmas approaches, the festive season when formality reigns supreme makes its appearance, and at once the rush on haberdashers and tailors becomes distinctly noticeable. Not until the end of February at the earliest, will there be an abatement in the demand. Consequently, retailers with a supply of evening clothes and perquisites would be well advised not to hide their light under a bushel, but to make frequent window displays as nothing dresses a window so attractively as the "fish tail" and its auxiliaries.

MEN'S WEAR REVIEW has it from several leading haberdashers that there has never been such a demand for evening clothes as since the armistice was signed. The statement is made and vouched for, too. that there has been more business done in dress suitings since December, 1918, than in the whole four years of war. In the opinion of the trade, there is something in the line of parties going on all the time now, and business in the dress suit line is away ahead of what it was before the war.

Hard to Secure Labor

"We have all kinds of business but we can't get the labor," is the general complaint. "It is going to be a great season for evening clothes, but we hardly know where we are at. Right now we are weeks' behind in our orders."

It is no exaggeration either to say that hundreds of orders for suits are being turned down every month. And this, too, when the highest wages are being paid. At the present time wages are 50 per cent. higher than they were on September 1 last, and a forty-four hour week, instead of a forty-nine, is in vogue. Men's wages have advanced from $22 and $24 to $33; and girls' from $14 and $16 to $20. Production is very low in spite of the fact that the operators are working under improved conditions and for better wages.

In inverse ratio to production, the cost of everything is away up. Nor will the price of wool be reduced for some time. The British manufacturer was never so busy as at the present time, because of the demand from Belgium, Germany and all the other countries upon which the war had a disastrous effect. There is not now a jobbing house in the Old Country with old stock on hand. The people are buying anything and are prepared to pay any price for it.

As a result, the prices of dress suits are away up. An up-to-the-minute suit which used to retail for $80, cannot now be had for less than $115. And in England the prices are just as high as in Canada. Over there 18 and 19 guineas are being paid for high-class tailors and within the past month a man returned from England wearing an overcoat that cost him 20 pounds.

"And," said the haberdasher who examined it. and afterwards talked the matter over with MEN'S WEAR REVIEW, "it was a mighty poor coat at that."

An Unprecedented Demand

According to manufacturers, the demand for evening suits is unprecedented. The increase in price is generally placed at 120 per cent., the average suit which sold formerly at $36 and $38, wholesale, being now a little more than twice as dear. It is pointed out that there is a great deal of labor on a dress suit and that skilled operators who formerly received $22 a week, are now drawing as high as $45.

Contrary to orthodox opinion, formal evening clothes are susceptible to various treatments which, when judiciously introduced, will individualize one's attire without making it look flashy or violating the principles of good taste. The fact that any given feature about a suit is noticeable certainly does not mark it as bad form, for there is certainly no sound reason why all evening tail coats should look alike. Extremes, however, are to be avoided or handled with care. in some of the new models shown this year a slight deviation from convential standards has been introduced by facing the lapels with silk only to the buttonhole. It is noticeable, too, from the illustration that goes with this article that the four-button vest has somewhat more waist than is usual and that the points are sharp. In some models, though, the points disappear almsot entirely, the ends of the vest in front being short and slightly rounded. There may be a more noticeable narrowness about the shoulders than usual, but there is little else to distinguish this year's models from those of former days.

CANES FOR THE EVENING

Caps Should be of Gold or Silver Or Tortoise Shell

When the question of evening clothes is up for discussion a man's taste in canes for formal use should not be disregarded. The selection of a stick should be governed by the same motive that dictates one's choice of jewelry. Large and flashy heads are in just as bad taste as are large and flashy scarf pins and the crook handle for evening use is prohibited. Sticks which are sure to meet with the approbation of authorities on such matters would have tortoise shell, or gold and silver caps. If the material were of all-bark malacca it would be sure to be in good taste.

It Pays to Give Services in a Good Cause

Taking Part in Patriotic Campaigns Brought Customers to McConnell and Fitzpatrick—Special Window for Victory Loan Appeal Caught Public's Attention.

THROUGHOUT the entire period of the war, R. F. Fitzpatrick, of Fitzpatrick and O'Connell, haberdashers at 254 Yonge street, found time to take part in patriotic campaigns of every description, and this same policy he carried out in the last Victory Loan campaign. The Fitzpatrick and O'Connell window in the window-dressing contest was one of the finest.

Well to the fore in the window was the life-sized figure of a soldier in khaki, and beside him stood a nurse, the latter being also a life-sized wax figure. "Re-establish him. It's up to us," was the inscription on a big card, which showed up conspicuously on a pedestal covered with green plush. On a table in the centre of the window were appliances and medical equipment of all kinds, with peroxide and other sick-room essentials. Crossed canes and crutches heightened the effect. In the window, too, were Canadian and German helmets, a copy of a German passport and a picture of the First Canadian Motor Machine Gun Company at Annaberger Schloss, Frisdorf, Germany. "Buy Victory Bonds" was the motto that caught the eye on every side, and at the back of the window were the Union Jack and Old Glory crossed. Pictures of the Prince of Wales adorned the panels at the rear of the display, nor was the effect of the latter detracted from at all by the big "Hundred Per Cent. Victory Loan Flag," which had just been won by the store.

When Job is Too Big

One of those men who believe that a business man should always try to do everything in his power for the community and in every public endeavor, Mr. Fitzpatrick does not begrudge any time that is spent in patriotic or welfare campaigns. He believes with the big American magnate who declared: "When a man cannot find time to take part in other things besides his own business his job is too big for him."

"There is a satisfaction in doing what you can for the community," said Mr. Fitzpatrick to MEN'S WEAR REVIEW, adding: "Such things broaden a man's acquaintance and incidentally help along his business. The personal touch in a business like ours helps a great deal. Some of my best customers I first met in campaigns of a patriotic nature."

It is Mr. Fitzpatrick's belief that it is a good thing for merchants to take part in the different campaigns that crop up from time to time.

FOUND TEXTILE CHAIR

That the University of Toronto would in the near future direct its attention to the technical education of students in the manufacture of textiles and woollen goods, was the assurance given by Brig.-Gen. Mitchell, dean of the faculty of applied science at the University of Toronto, before a gathering of members of the Canadian Textile Institute and the Canadian Woollen Manufacturers' Association.

General Mitchell stated that he would personally take the matter up with Sir Robert Falconer, president of the Toronto University, and the Minister of Education, and impress upon them the great possibilities of instructing students in this line. He also assured the members that the faculty of applied science would lend its utmost assistance and encouragement to those students who were inclined towards this industry, and would await with interest the results of the efforts of the Canadian Textile Institute to evolve a scheme of technical education.

Demand for Evening Clothes from Members of the High-Class Lodges Should Be Strong

Just how many lodge members there are in Canada and the United States whose fraternal affiliations call for the frequent wearing of evening clothes it is difficult to say, but it would be a paying business for the retailers of the continent to get in touch with as many of these men as possible. It is a well-known fact that the Masons are "strong on" evening clothes for lodge meetings and there are a number of other associations who go in just as strongly for this sort of thing.

During the war there was not as much emphasis placed upon the wearing of evening dress as was the case in the days before hostilities began and during the fighting years, too, thousands of new members linked up with the fraternal associations that make it a point to be dressed to the hilt on every possible occasion. As a result, the lodges have a bigger membership than ever and there is no doubt but that a good percentage of these will need to be togged out in evening clothes.

There should be a fine field here, therefore, for the retail clothier and haberdasher. He should take advantage of the situation without delay and send out leaflets or booklets to prospective customers. It would be an easy matter for him to get the names of the lodge members in his locality, and if he circularized these men he would have a good chance of picking off considerable business that might otherwise slip by.

Photos May Take Place of Models

Time Believed Near When Larger Clothing Houses Will Send Travellers Out With Pictures Instead of Trunks Filled With Models—Opinion is Divided on Question—Big Saving Would Be Effected by New Plan.

The John W. Peck Company of Montreal has started out to pioneer the sending out of photographs instead of models with travelers. During the past month their photographs have been shown to clothing men up in these parts and the idea is being looked upon with favor. One of the first places of call was Sauder and Lippert's store in Kitchener and, according to Mr. Sauder who discussed the matter with Men's Wear Review, "the stuff was good." The price of the goods per yard was on each piece and the "cuts" were about six inches in length, four to a card. Mr. Sauder admitted that the idea might be hard in a way on the man buying for the first time as he would not know how the different sizes fitted but, personally he thought the plan a good one. He was shown seven cards with four photographs of models on a card and the effect was striking. Boys' as well as men's clothes were shown, the drafting being done in regular pencil lines on a white background.

IN such a complicated mess is the clothing situation at the present time that considerable thought is now being given by manufacturers the country over to the sending out of photographs instead of models. From Montreal comes news to the effect that some of the larger clothing houses have been so rushed with Fall business that they have not even yet been able to prepare Spring models, and consequently are adopting in the emergency a novel idea which may revolutionize clothing selling for the future. Instead of carrying bulky trunks of samples of the latest models, the salesmen are said to be setting forth armed only with photographs of new models and swotches of new materials.

By not a few manufacturers the idea is looked upon almost with amusement. "Impossible" say some, while others are inclined to adopt a policy of watchful waiting. It is difficult in a way to get used to such a drastic change, but the impossible has happened before—if an "Irishism" may be permitted—and there is no reason why it should not again. There is no doubt but that a big annual saving would be effected if the project proved to be a success.

Saving in Freight Charges

As a rule, the traveller for the larger houses goes out with from thirty to thirty-five models, and sometimes he has as many as fifty in his trunks. This means, therefore, that if a house has twenty travellers, something like $35,000 is tied up in sample models, estimating that each cannot be turned out for much less than $35.00. It often happens, too, that quite a number of these models do not sell. Hundreds of suits may be sold from the one model, but there may be some for which only a few score sales might be registered, if that many. It seems reasonable to suppose that the traveller might secure results by carrying good models of the suits his house is to have in stock. In one trunk he might carry his swotches and the other might be so arranged that it could hold almost life-sized photographs of models. These, however, would have to be of a high order so that they would at once catch the eye, likewise the fancy, of the retailer. They could be arranged along the walls of the sample room in such a way that the retailer could see at a glance just what the traveller had to show him.

If this plan should be adopted a big saving would be effected in the goods themselves and also in the freight charges. There are instances on record of a traveller paying about $80 for his fare to the West and additional $90 for excess baggage.

Opinion is Divided Here

For the "Doubting Thomases" among the manufacturers, it is argued that if the models are to photographed they might as well be taken out. There has been talk of the plan in Toronto, and in some manufacturing establishments opinion is divided on the question, one official thinking that the new scheme might be tried, and another declaring that to do so would be folly. Photographs of cloth have been reproduced in Old Country journals before this, and these have met with more or less success, but it is argued for the opposition here that the man who is buying goods wants to see and examine the model and look thoroughly into the weight and body of the material from which it is made up.

It is argued, too, that the scheme could never be worked to advantage in special order houses. A Toronto house has sent out letters with photos instead of samples, but in this case the would-be purchaser could always come in to see the samples. In this case, where there is also a retail store, the customer can always drop in and see the goods before they are made up. It is admitted freely that there are arguments aplenty both for and against the proposition, but it is not likely that it will be taken up to any great extent this year, anyway.

Some of the larger houses who can afford to make the experiment will, in all probability, blaze the trail, and if the scheme works there is no doubt but that all others will be only too willing to follow suit.

A STRIKING DISPLAY

Dunfields' Showed Up-to-the-Minute Dress Requirements for Men

Set off by a flooring of purple plush the display of dress requirements for men in the windows of Dunfields' during the past month was one of the most striking that has been seen in some time. There were full dress shirts with the soft billowy fronts, silk gloves and handkerchiefs, vastly different from the ordinary, natty, threaded socks and canes and dinky black ties, with just a touch of white around the edges. The display was arranged in such a manner that it was no uncommon thing to see people crossing the street at all hours of the day to look over what was being shown.

AT THE MILITARY BALL

Catchy Advertisement in Montreal Paper —M. C. Hero's Comments Reproduced

A rather unusual "ad." was that published this month in the Montreal "Star" by the Max Beauvais, Limited, 229 St. James street, Montreal. Under the caption, "At the Military Ball," and beside a cut showing gay officers with pretty maids, the following note from one who signed himself "The Major," was published:

"Of course I was there...positively couldn't miss it...one of the chosen eight hundred....y'know.

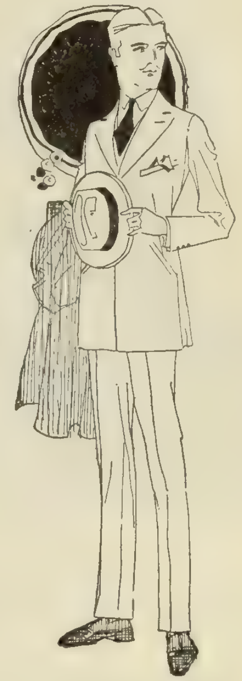
"More Major-Generals there than I saw in all the trenches in France...and... decorations...by the thousand...made my poor little M. C. feel positively cheap.

"The music...delightful..danced with Miss Weatherall...waltzes divinely.... One-stepped with my cousin...the one from Winnipeg...ripping girl.

"How splendid the ladies looked... trust 'em to make themselves look their best...sixth sense with 'em...pity some men can't absorb the idea...eh...what? We men can't be pretty...so...for Heaven's sake...let's be well groomed ...eh...what?"

Modern Beau Brummels Numerous To-Day; Not Frightened at High Price of Clothing

Men Are Better Dressed Now Than They Have Been For Years—"Never So Particular," Agree Country's Haberdashers—Spring Demand is for Goods of The Very Best Grades And Workmanship—"Old Clothes Leagues" Not Popular in Canada.



"BEAU BRUMMELS Are Scarce Now," read a headline in a Toronto newspaper this month, the article going on to say that the majority of Englishmen are to-day wearing old clothes and that small tailors in the repair business are making fortunes. But MEN'S WEAR REVIEW is inclined to take the negative in this debate. Beau Brummels may not be as conspicuous as they once were, but men are better dressed now than they have been for years, in spite of the high cost of clothes, and men engaged in the trade will not hesitate to say that they were never so particular.

It is not so very long ago that men wore shirts just because they had to. It is only a few years since plain black socks held undisputed sway over the genus male. But a few years have wrought a marked change. Shirts are worn now as one of the most conspicuous articles of dress. Socks as loud as the rainbow are generally favored, new patterns being worn almost every day. Clothes must fit to the form and a loose collar is no longer to be tolerated. At the present time the average man dresses as flashily as he can and to his vanity haberdashers must cater. No longer is a man satisfied with a couple of plain white shirts. The day has passed when a few pairs of black socks will set his mind at ease.

Orders Cannot Be Filled

When one considers the fact that well over fifteen thousand clothing and haberdashery shops were opened during the first half of the present year, it is not going too far to say that men think a whole lot more about clothes than they would have people believe, for they seem to be buying them in no small quantity. The best haberdashers are patronized and the casual, hit-or-miss method of selecting shirts and cravats is no longer in vogue. Last month MEN'S WEAR REVIEW attempted to show that the demand for shirts was so great that the country was facing a shortage and it is just about the same with hosiery. The latter are being sold as fast as goods can be delivered from the manufacturers. The only complaint is the scarcity of merchandise.

Manufacturers are being kept busy and in some cases it has been said that some buyers have been unable to get what they wanted. Trade undoubtedly continues with unusual volume, but the merchandise is scarce and orders cannot be filled. In some lines the market is bare of good grades and prices are very high. Most lines are sold up, the Spring lines having been open but a few days when more business than could be handled for the next few months was booked. A good deal, too, has depended upon the dyeing.

Men Like the Best

There has not been a great deal of change in the prices of Spring in lines that have been offered. The demand is and has been for good quality. Some poorly made hosiery has been put on the market and while these are not being snatched at it is necessary in some cases to get these inferior grades and workmanship will satisfy and hold the attention of the buyers. Retailers say that consumers do not object as much to high prices as they do to the poorer grades. They pay a good price and want good merchandise.

The despatch from London regarding the scarcity of Beau Brummels seems, in the light of conditions in the haberdashery world, to be a trifle out when it says that the vast majority of Englishmen are wearing their old clothes, garments which before the war they would have handed over to their servitors or given to a charitable society. In this connection it is interesting, too, to note that in an address before the Women Designers' Club in the Heliconian Club rooms, Toronto, Miss Traphagen, instructor in the School of Industrial Art, said:

"Most women know that men have a weakness for good materials in women's clothes, but few know that men have, at all times, demanded the best for themselves. The finest laces ever made were manufactured when men adorned themselves with this delicate fabric; the most wonderful velvet weaves came from the looms in the days when men wore finer feathers than they have of late. All the richest and finest embroideries known in the fashion world were wrought for the men of the day. Men, in all ages, have demanded a better quality of materials and ornamentation than have the women of the period."

The following is an excerpt from the London Despatch:

"Nowadays frayed trouser legs and shiny coat elbows are not signs of penuriousness; they are proofs of economy. For suits of clothes that sold for $20 or $25 in the piping times of peace now cost from $60 to $90. Indeed, the clothes of five years ago cannot be duplicated at any price, for the materials of to-day are shoddy; there is precious little wool in them.

"Many a suit that looks new because it was made of good stuff is an old suit turned inside out. And to have that done costs like the deuce. The little tailors whose work consists chiefly in making repairs and alterations are making their fortunes. The Government's Anti-Profiteering Act does not reach the tailors, it seems. Taking this melancholy instance:

"A gentleman living in Holborn complained to one of the 15,000 tribunals that have been established throughout the country that his tailor demanded ten shillings and sixpence ($2.67) for pressing a suit, whereas the pre-war charge was three shillings and sixpence (87 cents). The Holborn man, with much vehemence, vowed that to charge $2.67 for pressing a suit was little worse than highway robbery and only a degree less criminal than piracy.

"The learned pundits of the tribunal informed the choleric Holborn man that the Act refers only to 'charges of services in common use,' and that pressing a suit of clothes is so unessential and unusual that the tailor may charge what he pleases.

Favors Units for Window Trims

Todd's Toggery Shop in London is Right Up to the Mark With the Finest.

* * *

W. H. TODD

Proprietor of the Fashion Craft Shop, London, Ontario, whose establishment is described in this issue of MEN'S WEAR REVIEW.

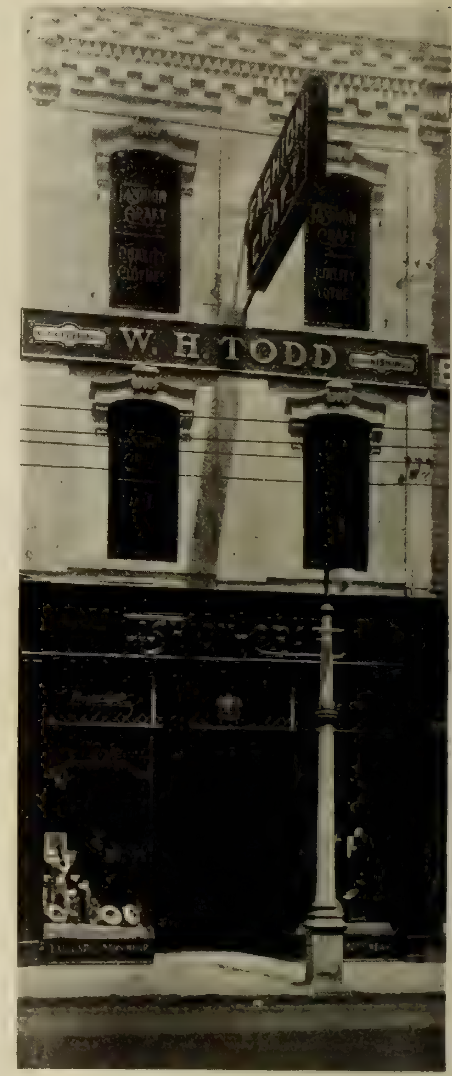
RANKING in the same category with the most up-to-date men's clothing and haberdashery stores in Western Ontario is Todd's Toggery Shop recently opened by W. H. Todd at 150 Dundas Street, London, Ontario. The business section in which this store is located certainly has not lost caste by the addition of Mr. Todd's smart and attractive premises while the class of merchandise shown speaks well for the proprietor's taste as a buyer. In addition to high-class men's furnishings the store has the exclusive selling agency for the district of Fashion Craft clothes.

The entire front of the building, which is three storeys in height, has been artistically finished in stucco over the original facing of brick and the signs used are in keeping with the general scheme of treatment, presenting a pleasing change and contrast to its original and respectable but somewhat dreary look. The windows, well lighted and with mahogany backgrounds, are kept dressed with smart designs and colorings in shirts, ties and other articles of men's apparel, these all being arrayed in units and not mixed in a mass together. They are all in the nature of sectional trims which are changed often with minimum labor to suit the needs of the weather or the season.

The entrance, which is both wide and tiled, leads into a store which is the last word in fixture equipment, no expense having been spared to produce the power to render a hundred per cent. efficient service to the customer. Every known and approved device for correct handling of men's needs in the clothing and outfitting way has been brought into operation by Mr. Todd in order to make his store a pleasant place in which men may shop and have their wants easily filled.

The store's depth is 185 feet and it would be hard to make the store compact and uniform with a width of only 20 feet if it were not for the fact that the whole has been most carefully planned. This handicap, however, Mr. Todd has overcome by special adaptation of suitable fixtures. These add width to what is an abnormally deep store. Skylights at intervals provide a good light at all times, thus doing away with dark shadowy corners or the use of artificial light throughout the day.

After carrying on business for a number of years in Medicine Hat, Alberta, Mr. Todd decided to settle permanently in Eastern Canada so he sold out his business in the Gas City and came east. He looked over a number of cities in search of a good location and finally decided on London. Although in this city but a short time Mr. Todd has made many friends and as he was well and favorably known to the trade on the prairies he found it easy to buy from representative houses. This enabled him to start off in good style and, being a firm believer in the use of printer's ink combined with common sense, he is now making a fine bid for a share of the business of the district in which he is located. He does not hesitate to let the public know what he has to offer. Honest advertising is a fetich with the head of the House of Todd and he is usually quite satisfied with the results.



The above shows just how attractive even a poor front can be made to appear.

"WHAT DID MIKE'S CAT WEIGH?"

Hundred Dollars and Overcoat Given Away to Get Public Interested in Black Tabby and Upstairs Clothes Shop.

"Mike Wants a Big Black Cat," "I Am Happy Now. I Have My Cat," and "What Does Mike's Cat Weigh?" were the snappy captions to big advertisements which were run in Winnipeg newspapers towards the end of October. An upstairs clothes shop was responsible for the displays, a hundred dollars being offered for the nearest correct estimate of the weight of the tabby which was placed on exhibition in John Erzinger's window, 418 Main Street, McIntyre Block, Winnipeg.

In one of the ads. attention was drawn to the fact that every shop in the chain, from coast to coast, has a big black cat as a mascot and the blackest black cat in Winnipeg was asked for. To the person bringing in the blackest feline a suit or overcoat was given away, three local newspapermen being the judges. The statement was also made that there were plenty of good cigars on hand and that every man, whether he bought or not, would be welcome to "come up for a smoke and look over the stock."

In the announcements that followed the securing of the cat, Master Earl Sellar, of the Dining Hall of the C.P.R. shops, being the winner of the overcoat, the public was informed that the cat was being called "Micky," short for Mike, and that every visitor at the shop would be entitled to an estimate and a chance at the hundred dollars. The weighing took place on November 1, a member of the Dominion Inspector Weights and Measures Department officiating. Of the 4,487 who tried, only nine guessed the cat's correct weight.

"Kick and Buy" Seems to be General Policy of the Public

People Are Said to Be Complaining a Good Deal More Now Before Buying Than Was the Case at Outset of Season—Demand for Overcoats Has Been Strong.

"KICK and buy" has been found to be the public's policy this year in the matter of purchasing overcoats, but among dealers and salesmen there is a fear that the money is not going to come so easy next season. As a matter of fact it is becoming noticeable that the would-be purchaser is complaining a great deal more before buying than was the case at the first of the season. However, the demand for overcoats has been strong so far and the average salesman is not the man to borrow trouble.

Not only has the demand been good, but the very best merchandise is being asked for. Deliveries, though, continue slow, and the claim is made by some that if the English manufacturers had not lived well up to their contracts there would have been considerable trouble in supplying men's needs for the Winter.

To "overselling" on the part of many manufacturers is attributed not a little of the blame for inability to deliver. By some dealers the claim is made that of the overcoats purchased last March not any more than five per cent. has been received.

The popular overcoat this year seems to be that which has been selling for $65. In some quarters the trade in trench coats is being missed, but the civilian business is rapidly rounding into shape and the big business of other years is being equalled.

Ninety-five per cent. of the returned men who have been repatriated during the past year come home to Canada to buy real Canadian "civies" and a big percentage of that ninety-five per cent. have yet to purchase their overcoats. Then the self-denying male population who remained at home during the war are only this Fall venturing on any elaborate additions to their wardrobe.

CLOTHING UNION BLAMED

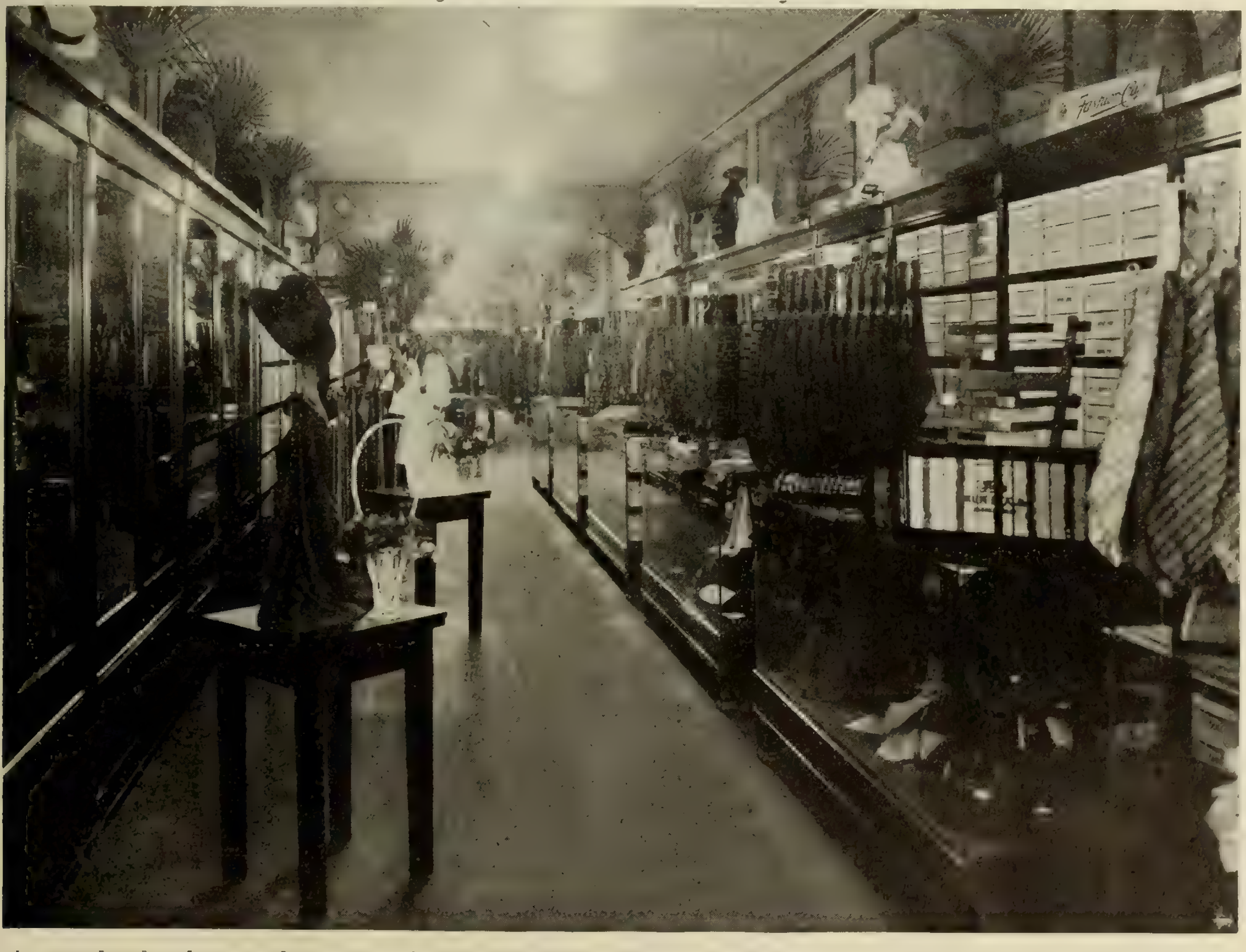
Present High Prices Are Attributed to Extortion of Manufacturers

Charges that agents of the Amalgamated Clothing Workers of America had obtained more than $500,000 from clothing manufacturers in Chicago and other cities led to a raid on the headquarters of the union at Chicago by detectives from the State Attorney's office. Books and records of the organization, including bank books of the union and individual officials, were seized.

Allegations made to the state attorney were to the effect that union agents for their own profit called strikes against manufacturers and threatened and coerced them into payment of sums ranging from $500 to $30,000. The latter sum was paid by one manufacturer in three instalments of $10,000 each, according to information in his possession, Ass't State Att'y Michaels said.

Mr. Michaels declared that increased cost of men's clothing would be traced to the machinations of the alleged extortionists, since Chicago was generally recognized as the centre of the industry.

The Interior of an Up-to-date Haberdashery in London



As seen by the photograph reproduced above, the idea of W. H. Todd in planning his new store in London, Ontario, has been to so arrange everything that the prospective purchaser may, on entering, see the entire floor from front to back. Glass cases adorn the walls and the goods are displayed in such a way that the customer has a chance of seeing, "right off the bat," just what he has come in for.

Day of Leather Coat is at Hand

Demand This Season Has Been Away Ahead of the Supply—Novel Garment Promises to Be Exceptionally Popular in Fall and Winter of 1920—Birdman Started the Craze.

MANY things, good, bad and indifferent, have risen, Phoenix-like, from the ashes of war, and the leather coat is one of these. Particularly noticeable on the street of late has been the leather coat. Aviators may be considered the pioners in the movement, but Milady was not long in following suit, and now these garments are seen just about as frequently as the manufacturers will allow. For that the manufacturers are to blame is the belief of a prominent buyer and manager of one of Toronto's most exclusive stores. This man is face to face with a strong demand for leather coats, yet, although he is prepared even to hand over the goods to some manufacturer, he states that he is unable to secure the supplies he wants and that he is almost at his wits' end now to know just what to do for next year. For that next year will witness an even stronger demand, and that what is now apparently a "craze" will ultimately become a fixed habit he firmly believes.

Women Like Men's Garments

One of the surprises of the present season to the great majority of the dealers in overcoats is the demand that has arisen for the coat that is made entirely of leather or is faced with this storm-defying material. That the craze or fad or whatever else it may be called has evolved from the airman's leather outfit is not to be doubted. It was on the birdman that the leather coat was first seen, but now almost as many women as men are seen attired as if for a spin through the clouds. Men who drive their own cars are particularly partial to the leather coat, and in many cases, because the coat proper cannot be secured in the quantities in which it is required, a sort of leather pull-over is being worn under the outer garment.

The question of price does not seem to enter into the selling of the garment at all, according to Toronto dealers as the people seem to be quite prepared to pay $150 for the leather covering.

"The leather coat is something new and it is noticeably stylish and fashionable," stated James Craig, head of the overcoat department of Fairweathers', Toronto. Mr. Craig has been with the firm for eighteen years, taking over the department when there were no more than half a dozen coats in stock. He is also buyer for this department and is in close touch with the trade generally.

Stocks Went Quickly

Discussing with MEN'S WEAR REVIEW the possibilities of the new garment, Mr. Craig said: "I feel sure that next year there will be a wholesome demand for these leather coats. Already this year I have sold a great many, no insignificant portion of my trade being attributable to women, who seem to be partial to the men's coats in the smaller sizes. There was a feeling for the garment last Spring, but so far it has been impossible to get the quantities and the varieties we want. However, next year they should go big."

Delving further into the matter, he said: "I am positive, too, that some manufacturer will get right after this trade and that the garment will be turned out in decided colors, and that the finest leather will be used. I see already a good demand for Mocha and Swedes in green or purple. These coats are vastly different from the ordinary, and while they may not be worn to any extent by the man of limited means, they will certainly be sought after by those who can afford to be different, and who, being able to afford it, always like to have something natty and attractive for race meets and other outdoor events of a fashionable character."

Mr. Craig showed MEN'S WEAR REVIEW his entire stock—six or seven full-accoutered coats or slip-overs—explaining that his small stock did not last long, when once the "run" began.

One Way to Show Off Outer Garments

Pictured above is a section of the Fashion Craft Clothing Department of the W. H. Todd store, Dundas Street, London. The store is 20 by 185 feet deep with frontages on two streets. It is lighted in the centre by sky-lights, making a bright store from front to back. A good view is given here of the manner in which men's clothing is hung and displayed.

BABA COAT IS NOW IN STYLE

Trench Garment Gives Way to Khaki-Colored Protector Against Cold Winds

With the passing of the War God the trench coat has yielded place in the popular favor to the Baba coat which is said to be a vast improvement on the trench coat for windy winters. It is khaki-colored, lined with sheepskins, collared with possum and tightly belted, as all high-class overcoats are this winter. A limited number of these coats only, it is claimed, were manufactured and particularly from chilly Winnipeg come reports of a popularity that has seldom been excelled.

GET ORDER FOR OVERCOATS

The J. L. Tipp Company, Edmonton, have been favored by the recommendation of the council of that city for the purchase of approximately ninety overcoats for street railway employees.

THOUGHT PROBE LIKE A COMEDY

J. N. Harvey, of Vancouver, Was Amused at Clothing Investigation in Toronto

There is little hope of a reduction in the prices of clothing, according to J. N. Harvey, president of J. N. Harvey, Limited, of Victoria, B.C. While in the East on a five weeks' buying trip, Mr. Harvey was in Toronto when the investigation into retail clothing prices was going on and this is what he says of the probe:

"It would have appeared a comedy to those who knew the real facts had it not been a real tragedy, because at least one man, a lawyer, connected with the investigation, was, through interviews with the press, misleading the public into the belief that they would be able to buy clothing at lower prices, when the reverse is true. On the very day that the press announced that retail clothing prices must go down, the manufacturers were notified by the mills of a dollar a yard increase in worsteds.

"After all, the largest cost in a suit is labor. The material, about four and a half pounds of wool, a pound and a half of cotton and some silk, has a value of, say, $10. The remainder is labor, whether it is of the weaver, the tailor or the salesman.

"The greatest difficulty the retailers have to face now is not so much the price as to secure deliveries, as production in both Canada and the United States has dropped very considerably compared with pre-war days. This reduction of production is true of the mills as well as the factories.

"The reason for this is not entirely due to the reduction of hours from fifty-two to forty-four per week, but largely to the fact that, aside from the designing and the cutting, the English-speaking Canadians and Americans do not take to tailoring and we are largely dependent upon the strangers within our gates for the tailoring of the clothing we wear to-day. There has scarcely been an apprentice during the years of war and a great many of the operators in the clothing factories of this continent, especially Russians, have returned to their native countries."

NOVELTIES ARE FAVORED

Herman Ritter, of Ritter & Meyer, Youngstown, Ohio, who conducts one of the most successful boys' departments in the United States, says: "I believe that the creation of style makes business and for that reason I sometimes buy extreme novelties. The fact that you carry and display these novelties is taken as evidence that you are a specialist. Whenever you get something new in your store bring that forward and call special attention to it by changing the exhibit two or three times a week. It gives an impression of variety."

A "Winner" at the London Fair

One of the classiest displays at the London Exhibition this year was that of Fashion Craft clothes and men's furnishings, for which W. H. Todd, Dundas Street, London, was responsible. Some of the finest suits and overcoats were shown and, as may be seen from the display, the "dresser" has an eye to beauty, his setting-off effects being well worth noting.

HOPE TO INCREASE PRODUCTION

British Manufacturers Have Scheme—Employers Fined for Slackness—If Workmen Are to Blame Percentage is Deducted From Wages.

The problem of how best to increase production is being taken up by manufacturers in the Old Country. The scheme submitted involves notifying employees of the decrease in output. If no improvement is noted after ten days the Board of Trade might be called upon to make an investigation. If, in this event, the employers are found responsible, it is suggested that a fine of £50 sterling be enforced. If, on the other hand, the decrease in output is due to slackness on the part of employees, it is planned that a fair percentage, in accordance with the decrease, be deducted from their wages. The scheme also proposes that the employer reward employees substantially for any suggestion which may lead to production being increased.

NOT MANY SUITS BEING IMPORTED

Duty Makes Price of English Clothes Too High for Importation Now

Ontario clothiers and haberdashers are agreed that there is no buying in England now like there was in the days before the war. The duty now brings the imported article "away up" in price. Before the war thousands upon thousands of dollars were spent on clothes in the Old Country, but now it pays to buy in Canada. Prior to hostilities labor was so cheap overseas that clothes could be secured at a very low price, but it is different to-day. The demand, too, is so great in the English market that prices have taken a big jump, labor and the cost of materials being equally high. If labor was only reasonable here, clothiers say, there would be wonderful days ahead for this country.

FAVORS WOMAN AS DEPARTMENT HEAD

Topeka Clothier Thinks Mothers Are To Be Considered in Business

That it pays to have a woman at the head of the boys' clothing department is the assertion of Fred Voiland, senior member of the Voiland-Engle Clothing Company, Topeka, Kansas.

"I am convinced that a woman can best handle a boys' department," said Mr. Voiland. "They know children and what pleases them, and they have a faculty of handling them and taking infinite pains to please. Not only that, but the average boys' clothes, it seems, are bought by his mother, and she buys more freely and is better pleased if she is waited on by a woman. So I am planning on putting my boys' clothing department in charge of an experienced woman when it is opened next spring."

Urge Women to Buy Sensible Gifts

Dealers in Men's Wear Would Increase Own Bank Accounts, Make Christmas Shopping Easy for the Fair Sex and at the Same Time be Doing a Kindness to Their Own Species by Making a Strong Bid For Wife's, Mother's, Sister's and Sweetheart's Trade at This Particular Season.

IF the haberdashers of the continent will only go after it in the right way there seems to be no reason why they should not corral the bulk of the women's Christmas trade. There is no reason why the clothing and furnishing trade should not secure a good percentage of the dollars that are spent each year for useless, unappreciated gifts. Every year there is a big demand for fancy pipes, smoking sets and cigars, which the favored man generally uses for fumigating purposes only, and as long as women are allowed to go their own way, these articles, in spite of the quips in the newspapers, will have their day. Yet not one of them can give the real pleasure that a tastefully-selected article of wearing apparel affords. Why then do not the dealers in men's wear get right out after the women's trade? Appeals to women through the press and attention-compelling window displays should help to turn the trick.

Attractive and desirable Christmas gifts should be made out of men's furnishings, from hats and caps right down to socks and garters. The Christmas necktie has hitherto been about the only thing that women "fell for" and there is no denying that they "fell for" this in real style. Why? Because someone hit upon the idea of wrapping the tie up in a box redolent of the season's characteristics. Why then should not all that the clothier and furnisher sells be just as acceptable? Appropriate holiday boxes, colored paper and gilt string go a long way towards catching the feminine eye. There is no doubt but that the demand for goods will be exceptionally heavy this year, but there are years ahead when the furnishers will have to fight for business and when it comes to laying a solid foundation against this period there is no time like the present.

Advertising campaigns directed particularly at the woman at this season are sure to bring results, because, as a rule, she is the purchasing agent for the household, or, at least, is very influential in directing purchases. Let the haberdasher, no matter in what part of the country he may be doing business, point out to women the desirability of men's apparel as Christmas gifts and there will be a notable increase in holiday business and a subsequent addition of many permanent patrons. The coming Christmas, it is not hard to believe will hang up a new record for holiday buying. Money appears to be plentiful and merchants see no signs of a let-up in the demand.

By urging women to purchase presents which will be useful the retailer will be rendering a service to many men who receive inconsequential, but expensive knicknacks which they never use. Perhaps there never was a time when a good suit or overcoat would be more appreciated than just now. Gift certificates, which, when presented, serve as an order on the merchant, might be used to advantage in this connection. The big thought in Christmas giving and receiving lies in the pleasant surprises attending the untying of packages and the retailer should educate the public, even months in advance of the season, to the desirability of giving presents that are useful. Families might even be prevailed upon to pool their gift money and buy father an up-to-the-minute suit, the like of which he would never think himself of purchasing.

* * *

As the Christmas season wears on it should be hammered into the women daily that men want men's things; that two-by-four handkerchiefs and little ash trays tied up in pink ribbon do not send strong, healthy men—or sickly ones, either—into raptures of delight. It is honest-to-goodness men's stuff that is wanted and the man wants it from a store that knows just what discriminating males want. Neckties are all right in their way and so are handkerchiefs, but real men want neckties and handkerchiefs that will look well and do not need to be hidden.

* * *

Good Things to Feature

At this season an attempt is made by the women-folk to repay father and "hubby" for their troubles through the year, and brothers and sons, as well as other male relatives of a more or less distinct nature, are also remembered, so that haberdashers could not do better than direct not a few of their window displays towards catching the woman's eye, setting out in attractive style the finest clothes and overcoats, the nattiest silk shirts, and the best scarfs, socks, neckties, hats, gloves and handkerchiefs there are in stock. Pyjamas, bath robes and smoking jackets are other articles of men's wear that haberdashers would find it good business to feature.

EVENING DRESS FOR GENTLEMEN

FOR FORMAL EVENTS

Following are the details which constitute correct dress in gentlemen's apparel for all formal events after five o'clock, such as weddings, balls, receptions, dinners, theatre and the opera:

OVERCOAT—Chesterfield, Inverness or Frock.

COAT—Tail coat evening dress.

WAISTCOAT — White, single breasted.

TROUSERS—To match coat with silk braiding down legs.

SHIRT AND CUFFS — Plain white with cuffs attached. Two stud holes in front.

COLLARS—Standing shape lap front.

NECKWEAR — Self-tied white lawn.

GLOVES—Pearl or white glace, one button, self-stitched.

JEWELRY — Pearl studs and mother-of-pearl links.

HAT—Opera or high silk with cloth band.

SHOES—Patent leather, button tops or patent leather pumps.

INFORMAL AFFAIRS

The following constitutes the correct dress for all events where ladies are not in evening dress, such as theatres, informal dinners, club, stag and At-home dinners:

COAT—Evening jacket black or dark grey.

WAISTCOAT—Single breasted to match coat, grey silk, single breasted.

TROUSERS—Same material as coat with silk braiding down legs.

SHIRT AND CUFFS—Plain white with attached cuffs.

COLLAR—Standing shape, or high-band turn-down.

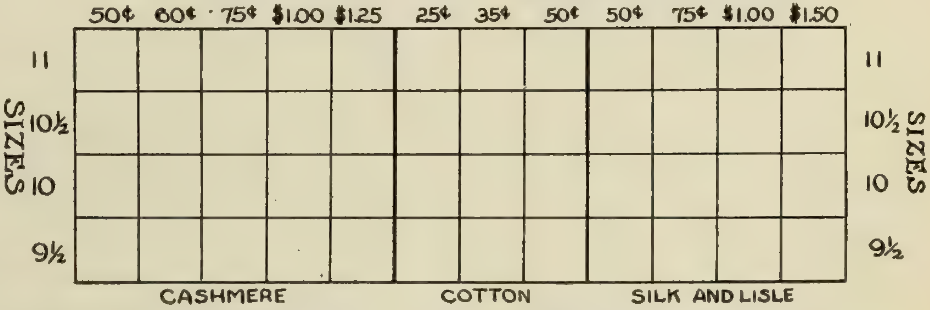
NECKWEAR—Black silk or black satin ties.

GLOVES—Gray suede.

Confusion is Reduced to a Minimum When the Stock is Arranged by Sizes

Haberdashers in Carleton Place and Kitchener Find System a Big Help at Rush Hours

Good Method For Handling Hosiery



How Baird and Riddle, dealers in men's furnishings at Carleton Place, Ontario, handle their hosiery stock is shown clearly in the above diagram. The prices are all at the top and any size at that price can be immediately reached by this arrangement. Then with many other lines throughout the store the sizes are kept together regardless of price. Take underwear—if a man wants a 38 shirt or a suit of the same size, all the salesman has to do is reach for the stock of thirty-eights, no matter what the price, and there is little trouble in making the sale.

THE arranging of stock by sizes is a method which has much to commend it. There are many reasons justifying merchants for instituting some such system in their stores, yet it is strange how few dealers in men's furnishings take advantage of it. E. H. Thamer & Son, dealers in men's and boys' furnishings and clothing, Kitchener, and Baird and Riddell, Carleton Place, haberdashers, have given the system a thorough try-out and they have always found that it worked consistently to their advantage. In Fairweathers' big store, Toronto, the system is also used in the arranging of men's overcoats, and James Craig, manager of the department, declared to MEN'S WEAR REVIEW that he knew of no better method for keeping his stock handy and in good condition.

It has always been found by dealers who have tried it that the arranging of stock by sizes makes for quick service and a minimum of confusion at rush hours. In the Baird and Riddell store, suits, hats and caps, collars, gloves and socks are all displayed on racks in such a way that the prospective purchaser can see in short order whether or not what he has come in for is there. The same system is used with regard to shirts and underwear and anything else that goes by size, and there is no doubt but that a good deal of confusion is avoided and sales secured which might otherwise be lost.

Kitchener Man's Views

The system of arranging stock by sizes has been in operation in the Thamer store in Kitchener for about six years, and Mr. Thamer's remarks on the subject are interesting. He says:

"Under this method we first try to find out what size our customer requires for a hat, cap, shirt, trousers, suit, overcoat or underwear, and then we show him only what fits him, so that when he makes a selection we have no further difficulty. With the old method of showing goods by lines, it generally happened that if we were out of the size selected by the customer he would feel that he wanted that one particular line so badly that he would not look at anything else. Consequently we hit upon the idea of arranging everything according to size regardless of price or pattern as it often happens that a customer buys better than he had intended after he has seen the better class of goods. We show him everything we have in his size, no matter whether it is exactly what he asked for or not, and as a rule if something takes his eye he will change his notions about what he wanted, and buy.

"Our hats and caps we keep on overhead racks suspended from the ceiling over the counter. These racks take up no extra room, and from these we hang our tie racks as well. These, too, have proved very useful as a customer can see at a glance all the patterns and styles we have in stock, and it often happens that when we are busy a customer will make his selection without our aid. All we have to do is wrap up the goods and take in the cash.

Never Annoy Customer

"This system," added Mr. Thamer, "also gives the customer an opportunity to make his selection at his leisure,, something he might not feel like doing if we were waiting on him. At the same time other customers would be waiting for our services.'

In conclusion he said: "We have practically all our goods out on display, and we welcome every person in to inspect them, but we never persist in urging anyone to buy. This we have found, from experience, to be good business."

Business is and has been good with this store, and the Thamers' turnover has practically doubled since hostilities ended. The "son" in the firm returned from overseas only last month after four years spent on active service, during which time he sustained only a scratch in the foot. A few days after his return he was in "civies" and behind the counter doing busines at the old stand.

AFTER EX-SOLDIERS

Pascoe and Hern, dealers in men's clothes, corner Yonge and Richmond Streets, Toronto, have been sending out attractive circulars to former soldiers in an effort to induce the latter to call around at their headquarters for suit and overcoat. The circular is on fancy paper, the entire sides and top of which are adorned with catchy pictures of nattily-dressed men and women, the work being carried out in several colors.

OLD CLOTHES LEAGUES ARE NOT POPULAR

"No Desire to Make Ourselves Ridiculous" Writes E. Underdown—Speaks for Workers

"Why single out the clothing industry for revenge?" is the pertinent query put by E. Underdown in a letter to the "Toronto Star" in discussing the leagues that have been formed for the wearing of old, frayed, patched, worn and shiny clothes. After putting his question, he writes:

"The workers of that trade are just as much victims of the high cost of living as others, but I am sure they are broad minded enough not to single out any particular industry to be boycotted for their benefit. For we have all got to live by one another. We should also try and live for one another, not for ourselves alone.

"We have no wish to make ourselves ridiculous by wearing old, patched-up clothes. It may please some who are selfish and stingy, who only buy a suit once every five years, certainly not the respectable and intelligent public. Pity we cannot go back to the days of Adam and Eve, with the fig leaf, for some people's benefit. Think of what it would mean if the thousands of clothing workers were thrown out of employment as the result of such a foolish idea; also others who would be automatically affected, such as the woollen, cotton, trimming and other trades. Think of the disastrous results it would bring about if such an absurd idea was put into practice. Needless to say, our friend does not live by the industries mentioned. Let's try and be more reasonble in the future. Practice economy, but remain a well-dressed and up-to-date nation."

Pays to Keep Store Windows Well Lighted for Shoppers' Benefit Before Christmas

Live Haberdasher Keeps on Making Money Even Though His Doors Are Locked.

GOOD LIGHTS IN THE SHOW CASE EMPHASIZE VALUE OF THE GOODS

In the lighting of a store, showcase illumination is an acknowledged asset to any merchant, but showcase lighting which forces the clerk to face a continuous annoying glare practically defeats its own purpose. It lowers the man's efficiency as a salesman by making him irritable to a point where he loses business, failing to "cash in" on a customer's interest in merchandise to which the showcase lighting has called attention.

Showcase lights should be placed directly in the line of vision of the clerk behind the case. If the lamps are visible the glare they give cannot fail to be detrimental to the health and productiveness of the employes and the sales volume of the establishment. Scoopettes generally are used by the merchants using the most modern equipment as these lights change showcases from mere dark, unattractive containers of merchandise to bright, never-tiring salesmen.

A well-lighted showcase stops customers, creates and arouses interest and emphasizes the value offered by each display. Light is often the connecting link between customer and goods and it is poor business to ignore this fact.

Supposing a man drops in to look over some shirts. While waiting he leans against the showcase. His eyes are naturally attracted to the nearest brightly-lighted object. This happens to be a display of neckwear in the showcase of which he is making a leaning post. "How much?" he asks a clerk, pointing to one that has particularly appealed to him. "Dollar and a half?" he then queries, adding: "Guess I'll have one." He goes out with his purchases, one sale at any rate being directly attributable to an efficiently-lighted showcase.

At this season when there is so much to draw the attention of the prospective shopper too great emphasis cannot be placed upon the effectiveness of a good lighting system. There is no season in the year in which it does not pay to light up the window but these evenings when the streets are thronged with people looking for gift ideas, money spent on lighting is a good investment. Not a few merchants are firm believers in well-lighted windows and it is a common expression that a window that is adequately illuminated is not an expense but a decided asset as it in itself soon pays the rent.

It may be argued that to keep a window continuously illuminated soon runs into money, but it must not be forgotten that a few dollars spent along these lines might easily be returned a hundred fold. During the Christmas season people make a practice of going around the stores to see what is on display, hoping in this way to pick up suggestions for gifts. It might be that these sight-seeing tours cannot be made during the day and when this is the case the "night impressions" count. The best class of goods might be on display in a darkened window but the man responsible for this window is under a handicap when fighting for business with the man up the street who keeps his lights ablaze until after the theatre crowds have disappeared.

Effect of Contrast

By the merchant who believes in window-lighting as a trade magnet, due care should be taken that the rays from his bulbs are directed in a telling manner. Light thrown on the sidewalk from window-lighting equipment is a two-fold waste because all light that "spills" on the walk is certainly not being put to work to light the window, and because—and this is the more important—this "spill" light does away with contrast between the intensity of illumination within and the surrounding space. By creating a sharp contrast between intensity of window light and sidewalk light the window may be easily made to seem brighter than it really is and it is only by the use of concealed lamps and correctly-designed reflectors that this desirable result can be secured.

The correct design of lamp to be used depends upon several conditions, such as height and depth of the window, the kind of background and decorations used, as well as the intensity of light required to make an adequate display, but brilliant show window lighting, from concealed sources, without waste light, commands attention, displays the goods to the very best advantage, makes seeing an easy matter and holds the crowds. And this is what the wide-awake merchant wants.

A perfect show window, perfectly lighted and perfectly trimmed, is bound to be a thing of beauty to every passerby and a real pleasure to those responsible for making it attractive.

Reflectors are Hidden

A few years ago window-lighting experts had difficulty in making the merchant see the necessity for concealing his show window lights in reflectors but the dressing of windows is to-day such an art that the modern haberdasher would no more think of using bare lamps than he would of displaying his merchandise in packing cases. To-day an exposed reflector in a show window is just as much of an eye-sore as the unadorned lamp was a few years ago. Well-designed and carefully-made valances are now used to cover the defects of former days. They impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment. Oftentimes the merchant's own monogram, trade mark or other insignia may be incorporated in the design selected, thus adding a final touch of individuality.

There is no disputing the fact that correct light draws crowds. And crowds mean money to some merchant. In order to get the attention of the evening window shoppers the man who wants business must make his windows compete with those of all the other merchants on his street. He must attract the crowd regardless of competitors and clear, brightly-lighted windows prove irresist-

That the value of illumination is recognized by the King Street Association of Toronto was evidenced, when, on the occasion of the visit of the Prince of Wales, the following appeal was issued to the business men on the street: "It behooves every business man on King Street to make his "front" as attractive as possible; and the particular suggestion we have to offer is that the merchants and others take full advantage of the opportunity and light up their premises at night, even though it may be necessary to come down town to turn off the current. We know of a number of business men who have decided upon this plan. The King Street Association has undertaken an excellent scheme of decoration, and you are asked to contribute to the best of your ability as an individual by making your premises appear bright both, day and night. Apart from any other consideration it is good business."

ible to the passerby. Sub-consciously he or she stops to look in. A uniform light which makes every piece of merchandise stand out prominently and yet does not glare into the eyes of the spectators is what is wanted.

Use Windows Continuously—

When the average haberdasher locks his door his day's work is done but that is no reason why he should have stopped making money. His rent goes on just the same. Therefore, why not his income insofar as possible? There is no necessity for him letting his store go to sleep when he leaves. It should be made to pay its own rent at night just as during the day. That is what display windows are for. It is during the evening that people have time to look in the windows.

Live merchants, consequently, take advantage of the window-shopping hours. They make their windows inviting, irresistible magnets. And the one big way of doing this is by having them attractively lighted, by abolishing gloom and shadows and even glare. During the Christmas season especially this plan should be followed as every night for weeks before the holiday Santa Claus and his wife are on the streets and no opportunity should be lost by the dealer in men's wear to add them to his list of regular customers.

REASONS FOR HIGH PRICES

Unemployed Question Has Not Been Serious, As Was Expected When War Ended

During the war and for some time afterwards it was generally believed that the high level of prices reached was caused merely by the extraordinary demand for commodities. which exceeded the supply. It was also commonly believed that the industrial capacity of the world had been greatly expanded under the stimulation of war orders, and that this expansion would bring sharp competition betewen rival concerns in time of peace. However, the expected fall in prices has not occurred and the chances are that it is not likely to occur because:

The rise in prices during the war was not merely the result of a great demand for goods and of scarcity of certain goods.

World production in general was not abnormally large.

Armies of unemployed have not materialized and an actual labor shortage exists, nor are wages likely to be lowered.

Buyers, although showing a desire to wait for lower prices, have been compelled to buy to meet their daily needs

Consequently, business men need not fear a period of depression or a collapse of values, and the man who goes full speeed ahead will gain an advantage over his procrastinating competitor which will far outweigh any possible slight decline in costs of production.

TOOK OUT SALARY OF ONLY EIGHTEEN DOLLARS A WEEK

Board of Commerce, Looking for Profiteers in Calgary, Was Taken Back to Days When Retail Clothiers Could Not Afford to Pay Themselves More Than a Mean Wage.

FOLLOWING the investigation into the cost of living in Calgary, Major Duncan Stuart, sub-commissioner of the Canadian Board of Commerce, gave it as his opinion that "high prices, while an annoyance to the consumer, instead of being a detriment to the retailer, are a benefit." In the opinion of the Major, it is to the interest of the retailer that there should be high prices, but, in spite of what the major says, there is scarcely a man dealing in men's clothing to-day who does not feel that with conditions as they are he is working under a handicap. The great majority of haberdashers, if asked for a frank opinion, would not hesitate to say that they preferred the days of lower prices. Big profits undoubtedly are made to-day in many instances but the expenses of operating a first-class store are outrageously high and by the end of the month there is generally an unbelievably big hole in the bank balance.

A Frank Witness

Described by the Commissioner as an "exceedingly frank witness who had not sought to hide from the commission any information germane to the inquiry," J. Bercuson testified as to the average gross profits made by him on the sale of clothing, stating that in some cases he made 63 per cent. on the cost price of goods. Other retailers declared that they figured on an average of 45 per cent. gross. Mr. Bercuson's statement showed a net profit for the year ending January 3, 1919, of $5,162.58 on a capital of $23,022.78, or 15 per cent. net on his sales. The general expenses were $8,214 (estimated), the average capital $20,000. Mr. Bercuson allowed himself a salary of $200 a month, Major Stuart concluded from the figures placed before him that the net profit on the capital investment was 25.8 per cent.

The witness had allowed himself a salary of $200 a month, Major Stuart said, but this should be increased to $3,000 a year, bringing down the net profit to a considerably lower figure.

Witness said that his largest profits were made on clothing. He figured on an average of 50 per cent. gross on shoes and of 60 per cent. on clothing, in some cases exceeding this figure. On some articles, gloves, for example, profits were very low.

The witness said that he did not allow returned men a discount of 10 per cent. on their purchases, the Commissioner pointing out to him that "he was under no obligation to do it." Overcoats and suits were the goods on which he made the highest of his profits.

In reply to a query from Ald. Mrs. Gale as to whether or not the merchants in 1914 were as prosperous as they are now, Mr. Bercuson stated that it was better that the community should be prosperous than that commodities should be obtained cheaply through the failure of business concerns. People to-day, he declared, were demanding more style than in 1914.

Mr. Vincent's Bomb

Robert Oakley, accountant for the Sewell Company, Ltd., gents' furnishings, said that his firm generally figured on a margin of 50 per cent. above the cost price of goods in retailing them to the public. On some small articles, such as suspenders the gross profit might be from 80 to 90 per cent., but on no other class of goods was such a margin obtained. He said that in some instances 36 per cent. on the selling price of the best men's suits was obtained (this being a little more than 50 per cent. on cost). A suit which cost $73.25 was sold for $100. Another which cost $50 sold for $75, one which cost $54 sold for $85, giving $31 profit; and another which cost $32 sold for $50.

Major Stuart: "What do you consider a fair investment on the capital invested in a business?"

Mr. Oakley: "Ten or 12 per cent."

The statement submitted by the company showed that sales during the last financial year totaled $97,923.65. The average capital invested in the business was $37,530, the gross profit $25,314, and the net profit $8,405.11, or 22.4 per cent.

H. M. Vincent, clothing retailer, gave evidence that his profits were 45 per cent. gross on the cost of articles sold to the public. His total sales for twelve months were $22,611.30, and his net profits $1,314.29. Expenses totaled $5,464. He drew a salary of $18 a week out of the business for a time, he declared.

Educate Men to Have Two Hats

World-wide Tendency to Have But One "Sky-Piece" Gives Haberdashers Fine Chance To Do Some Missionary Work—Why so Many Collars, Neckties, Shirts, Suits and Overcoats and Just One Covering for the Head?—Practice Makes for Poor Style and Worse Economy.

IN the days when to wear the khaki was to be in the height of style the people in almost every country under the sun became accustomed to campaigns, the objects of which were to induce them to eat fish, vegetables or a certain kind of food. These campaigns proved successful in almost every instance, and, as a result, a "run" was created on the particular brand of food played up and that brand enjoyed a popularity, the like of which the men who handled it never before dreamed of.

Now the war is over and there appears to be plenty of money in the country and men and women seem to be willing to pay any price for wearing material, providing they can get the best class of material. This being the case then, why should not haberdashers start in now to educate the average man to keep more than one hat in stock. Some night a burglar might get into his bailiwick and steal his hat. He might misplace it. The dog might take a fancy to his headpiece as a desert. The baby might use father's derby as a cushion A hundred and one things might happen to a hat, and in the event of any one of these things happening Mr. Man, in nine cases out of a hundred, would have to go to the office bare-headed, or wait until some person went out and made a purchase for him.

Man Has to be Shown

For, strange as it may seem, there are few men who keep more than one hat in stock. In other words, the world is full of one-hat men. And yet why should it be so? As is stated on the card shown in these columns—a card which has been on display in Fairweathers, Toronto—a man will have shirts, collars, ties, suits, topcoats and shoes galore, but it is generally an accident if he has more than one covering for the most important part of his body.

And there is no doubt but that this state of affairs is attributable in great part to lack of education. Man has not been shown that he requires more than one hat, and, being an individual with Missourian tendencies, he has to be shown. It is up to the manufacturer and the retailer, therefore, to see that he is shown.

"Why get along with just one hat?" Haberdashers should make it a practice to put this question to every customer. The latter may have three, or even four suits, as many pairs of shoes, anywhere from half a dozen to three or four dozen ties, a couple of topcoats, probably a dozen collars—but one lone hat.

The average man knows it is poor style and worse economy to wear the same clothes every day. They will look shabby in no time and soon wear out. Yet most men make their one hat do for every day, Sunday included, from September the first until it is time again to get out the "straw."

Fear Being Extravagant

It should be impressed upon the man that he should have at least two good hats this Winter, that they should be changed as often as he changes his suits. Should the customer do this he will soon notice how much better they look, how much longer they last.

WHY

So Many Shirts—So Many Ties—So Many Collars—So Many Pairs of Shoes—So Many Suits and Topcoats

AND

BUT ONE HAT?

DON'T BE A ONE-HAT MAN—

Derby Hats, Silk Hats, Soft Hats, Opera Hats and Caps May be Had at All Prices

The clothing salesman, like the barber, in his eagerness to inveigle a man into getting a shave, hair-trim, shampoo, massage, and a "little something on the hair," all at the one sitting, should lose no opportunity of impressing it upon his customer that he should buy a soft hat to go with each suit, and that it would be folly for him to be without one of the season's smart new derbies.

"Give thought to the buying of your hat," he should tell the man, going on to say: "Remember, while you might not see it often, because it is out of sight when it is on your head; it is really the most conspicuous article of a man's dress."

The majority of men never think of buying more than one hat, as they think that to buy two would be extravagance, according to hat salesmen with whom MEN'S WEAR REVIEW talked the matter over.

Some stores—not many—make a practice of trying to induce a man to buy two hats, but it is a hard nut they are attempting to crack, as man has got into the habit of buying only one, and it will take time and insistent drumming to cure him of this habit. Once he is shown, however, that it is good economy to buy more than one chapeau and that two hats bought together will last a great deal longer than two bought at different times, also that a change is as good as a rest, it should not be a difficult matter to "keep the pot boiling."

Start a New Fashion

"I always make it a point to tell my customer what is to be gained by not running the one hat to death," said an Applegath man to MEN'S WEAR REVIEW. "In Canada a man wears a soft hat year in and year out, to business, to a prize fight, to the theatre and to church, but over in England the poorest clerk does what he can to keep in good form. When the noon bell rings the men over there hurry home to change their morning clothes—their sack suits or whatever they may be wearing—for their frock coat and their silk hats. Even the clerks doll up in this way."

"Their toppers," he added, "might have been all right in the year one, but, just the same, they try to be as nearly correct as it is possible for them to be."

There is no reason, in the opinion of this man, why the men of the North American continent should not be as particular as their brothers across the seas, and in many respects he is right. Toppers for afternoon wear are not a necessity by any means, but two hats are not too many for any man, and haberdashers should start in now on a campaign that will make men more particular in this regard. The business may not be needed now, but some day this fashion might well stand the trade in good stead.

NEW TAILORING STORE

Firth Brothers, Ltd., have opened up a new store at 424 Richmond Street, London. Duncan Carswell is in charge of the London store.

Putting In the Stamp of Quality

Retailers and Manufacturers Agree That Attached Statement of Amount of Wool in Clothes Will Not Work Any Great Hardship in Canada—Inferior Goods From Overseas May Be Affected by Order.

A RESOLUTION which has been productive of a great deal of discussion during the past month is that passed by the Retail Clothiers of Ontario, brief mention of which was made in the November issue of MEN'S WEAR REVIEW. This was the resolution calling upon cloth manufacturers and also the manufacturers of clothing to put a stamp in some conspicuous place on the cloth or garment showing just what percentage of wool and just what percentage of cotton is contained therein.

Just what good, if any, such a stamp will be it is hard to say at present. Some clothiers are of the opinion that it may help to soothe the public, but as long as a suit wears well and looks well the average man is not greatly concerned about the quality of goods he is wearing. It is certain that the innovation will not work any great hardship in Canada, but a similar statement cannot be made with any degree of accuracy with regard to the manufacturers in the U. S. and England, particularly across the water. Manufacturers of both woollens and clothing over there may "get it in the neck" as there are imported from the Old Country goods so well faked that it would be a difficult matter for experts to tell the difference. There are no shoddy mills in Canada, though, so with very few exceptions the material and clothing turned out here are satisfactory. There is no denying the fact that English houses can turn out goods equal to any to be found anywhere, but experience has shown, too, that some of the poorest stuff has come from "across the pond."

Easier for the Salesman

One thing in favor of the declaration or stamp plan is that the purchaser will not have to take the clerk's word for what material is in the suit he is buying. He can see the stamp for himself, and if he wants an all-wool suit he can be reasonably sure that it is an all-wool suit he is getting, provided he is willing to pay the price.

There are some retailers not particularly enthusiastic over the plan, but they agree that compliance with the board's order was good business as it will show the public that there is no desire on the part of the man behind the counter to hide anything.

"We cannot bring down the cost of cloth, nor can we reduce the cost of manufacture, nor yet can we control the labor market, but we are eager to show the public that so far as it is in our power it is our intention to co-operate in every way in reducing prices if it can be done," is the manner in which one man expresesd himself to MEN'S WEAR REVIEW.

As the resolution passed is applicable also to manufacturers of underclothing, there is a strong chance of resulting benefits here as lovers of the pure woollen garment sometimes find it hard to get just what they want. There is plenty of room for faking in the manufacture of underclothes, and it is not a difficult matter to palm off as all wool a union suit that might have very little wool in it, so that if the stamp order is carried out the fastidious purchaser can feel sure that the man who sells him his underwear has done everything in his power to see that he gets the best value for his money.

"It is just as easy to make a sale of a garment that is only fifty per cent. wool," said a leading Toronto retailer, "as practically the same price is changed everywhere, and if the man wants that kind of a suit he cannot get it cheaper in one place than in another."

Hard on "Cheap Tailor"

Another thing to be said in favor of the resolution is that it will constitute the best protection in the world for clothiers against the "cheap tailor" who relies almost entirely on transient trade for his living and likewise his "pickings."

Manufacturers who have been spoken to on the matter see no reason why they should not comply with the request, although, to tell the truth, they do not see the necessity or the benefits from such an innovation. They are, for the most part, of the opinion that it may be no easy matter to get "the right dope" from the mills.

EVENING CLOTHES GOOD ON DISPLAY

A particularly fascinating study in black and white was the "evening suit window," for which the Robert Simpson Company, Toronto, was responsible during the past month. The very latest in dress suits were shown on forms and piled neatly at the base of each form were pumps, silk socks, top hat, scarf and cane. Splendid views of the suits, both back and front, were given. The scarfs shown were all of a black and white stripe and the white bow ties had just a suggestion of black near the extremities of the wings. Both black and white waistcoats were on display, the former being set off with white pearl buttons.

TOUCH OF SUMMER IN WINTER WINDOW

A big panama hat in the centre of L. J. Applegath's store on King Street, Toronto, was sufficient to draw big crowds every day and evening while the display was in. Italian velours in grey, black, green and taupe were shown with the very latest in derbies, soft hats and caps and, thus surrounded, the lonely panama reposed bearing the significant card: "In the Good, Old Summer Time." A big bouquet of Chrysanthemums on a pedestal behind the panama heightened the effect of the orange plush flooring and the green and orange plush draperies at the back. Some of the Mallory hats in the window were lined with shot silk, and some of the linings, all of which were fancy, were in two colors.

Gaudy Splendor of the "Stuart Days" Rivalled by the Nineteen-Twenty Shirt

Plain Garments Are No Longer Sought After, Pre-war Humble Parking Ground For the Collar Having Recently Become One of Most Conspicuous Articles of a Gentleman's Attire—Poor is the Man Indeed Who Cannot "Sport" a Silken Chest Protector.

"BACK to the woods" is an expression that is often heard with regard to persons and things that are fast growing eligible for the discard, but it is not so with the shirt. In connection with this garment the expression that might well be used would be "Back to Mediaeval Days." For, although the general public may not have taken time to give the matter any consideration, the fact remains that the shirt, which before the war, was looked upon only as an article that had to be worn, is now fast going back to the gaudy gorgeousness of the days of the Stuarts. In that period when the Stuarts held down the thrones of England and Scotland and had a mortgage on that of France, the gallants sauntered forth in shirts that shamed the rainbow and at the present time it looks as though the glories of olden times were about to be recalled.

The shirt, humble-sounding though it may be, has come into its own again and the reason for the shortage that is now facing the country is not hard to find. Man is becoming vain again and instead of being content with a couple of plain garments which he used principally as a parking ground for his collar, he is now scouring the haberdasheries of the earth for silken coverings for his chest. And the louder these are the better do they suit him. Quiet colors are no longer in demand and the dealer in men's furnishings who looks ahead and tries to figure out what his customers want is the man whose windows and show cases are filled with an assortment of shirts that would bring joy to the heart of a Fiji Islander.

Ignored in Encyclopaedias

So insignificant an article has the shirt been considered, that encyclopaedically speaking, it has been ignored entirely by the Brittanica, Nelson and the International, but the Americana does it the honor of terming it the "name of certain garments worn by males beneath the outer clothing."

Going back into history, the shirt might be described as of ancient origin as it was worn in England before the Norman Conquest. If MEN'S WEAR REVIEW remembers rightly, the shirt was in existence long before the Normans ever thought of conquering, for did not the religious ascetics of the days when Christianity was in its infancy wear hair shirts, the hairy side being turned next the skin so that the wearer would never have a chance to forget that he was doing penance? And did not the men of the Stone Age, and the Indians resort to the use of paint, making the latter perform duties similar to those later performed by the shirt?

However, in the time of the Normans the shirt was of linen, and from being a plain and homely article of apparel it gradually became one of great luxury and display, having an embroidered collar, a front that worked hard to outdo the collar and cuffs that would take a back seat to neither. Then came the shirt of silk and the shirt of mail, these being sometimes concealed beneath an outer shirt. These were "all the go" in the Middle Ages and at a much later period. It was in the dying days of the Stuarts, though, that the shirt reached its highest display when it was frequently ornamented with cut work representing historical and other scenes. Ruffles and flounces all had their day, but the tendency since has been toward a plainness that was almost austere, the only part of the shirt visible being the spotless upper front and cuffs. In warm weather costly shirts of varied colors and light material were worn and, to quote again from the Encyclopaedia Americana, shirts eventually became so necessary—not popular—that their manufacture "became quite an important American industry, giving employment to thousands of both sexes."

One Shirt Would Answer

But the shirt has had to fight for its old place. Nor has the "game" come to a stop as far as its own evolution is concerned. It is only a few years back since the only shirt that was known was the orthodox white of the hard-boiled pattern. Some men were lucky enough to have two or three or perhaps half a dozen, but a man COULD get along with just the one shirt for as long as he kept it laundered no one could tell whether or not the one he was wearing had been in constant use for a month or two.

To remedy this defect the colored shirt made its debut. It was as hard as ever but shirts could be secured in more than one color and gradually those who could afford it and thought that money spent on shirts was not money thrown away laid in a supply. But the starching and laundering was a drawback, and so there came into being the soft colored shirt with the starched cuff. This, too, had its day and the soft cuff was added. There was novelty in this and mere man, relishing the idea of something different, came to the conclusion that it might be well for him to lay aside a large allowance for shirtings.

So in time the shirt became more a thing of beauty and comfort, and the starched neckband joined the stiff front and the starched cuffs. Year after year the plainness disappeared, more startling creations were attempted and the demand grew for stripes of a pronounced accent. Then came the silk shirt for summer, and so popular has it become, in spite of its price, that it is now worn both summer and winter. There is no starch at all in the up-to-date shirt at the present time, and, should the need arise, there is no reason why it cannot be washed and laundered entirely at home just like a handkerchief.

Motoring Craze Has Helped

The country's general prosperity has helped not a little in inducing mere man to stock up with a number of shirts that cry aloud to the heavens for attention, but the motoring craze has helped, too. Man, after all, is a vain creature, and when he gets a-motoring and throws aside his coat, or when he goes out on the links and for a canoe ride, he likes to make it known to all beholders that the peacock has nothing on him when it comes right down to spreading out.

Thus, as the demand for sporty shirts became more general and more insistent, it was only to be expected that the shortage would become more accentuated. And the shortage is all the more notice-

Keeping the Stock in Good Condition Helps Business and Makes Hours Fly for Salesmen

Up-to-date Dealers in Men's Wear Employ Time Before Day's Business Starts in Dusting Off the Stock and Replacing Goods Sold on the Previous Day.

Just now, when a man has to pay "through the nose" for a suit of clothes, he is very apt to be more particular than has been his wont and, as a result, heavy calls are being made on the alterations department. Busheling department expenses, therefore, are on the upgrade, so that if the retailer is to get out from under on a suit of clothes it is up to him to watch this end of the business carefully. It is all very well—it is, indeed, good business—for a salesman to offer a customer almost anything in the way of alterations, but a line should be drawn. In the past alterations were made when they were not at all necessary. Some salesmen, as a matter of fact, have gone out of their way to suggest alterations in a suit just to let the customer think that he was getting more than value for his money. There are arguments to be advanced in favor of this, but such generosity is expensive. Alterations to-day "cost like the dickens," and the real successful salesman is he who makes the sale of a suit without having it first cut to pieces. Knowledge of the stock often sidetracks the necessity of profit-reducing alterations.

In spite of the campaign that has been and is still being waged against high prices, all the signs and portents point to higher prices yet in many essential lines. If the high prices were due to profiteering they would, it might be expected, come down with a rush, but so far the descent has been so imperceptible as to be very much negligible. With regard to the future prospects of the retail trade there is little doubt but that for the past year there has been an inflation of business—a very considerable inflation—due to the expending of war gratuities. Eventually there must be an easing-off of the abnormal spending that has taken place and this will bring about a greater keenness after business. Prices will not likely be materially affected as price-cutting is not going to win the future trade fight. By making shopping pleasanter and easier will the retailer score, as well as by intelligent service. "Service" is the word on which emphasis will be placed from now on. If the surroundings and the service suit a man he will generally stick to the one place of business. As a rule, he is not to be lured away by cheap price tags.

FOR keeping the salesmen in good humor and making the hours seem short, there is nothing like keeping the stock in good condition. There is no desire on the part of the writer to go out in search of work for the salaried man behind the counter, but there is no denying the fact that some method of keeping the men employed is best for both employer and employee. How then should the merchant keep his men going in the morning hours? How do the men put in the time that elapses until the business for the day begins? In many stores the men are allowed to hang around doing nothing, and there is nothing that drives away trade more effectually than the sight of several men hanging around in groups or reclining on a counter or table reading newspapers. Nor is there anything that is more demoralizing to a staff. Under such discipline—or lack of it—an energetic man becomes in no time about as ambitious as a three-hundred-pounder on a sizzling hot day.

Easy to Find Work

How then should the time be put in? "What can the men do when there is nothing for them to do?" it may be asked. In any store that is worthy of the name there is plenty for a man to do it he wants to do it, if he has his own and his employer's interests at heart. The time can well be put in by sorting out the stock and cleaning up generally. In some up-to-date places a list is taken of the suits sold on the preceding day and this stock is again brought up to the mark. The stock on hand in the selling department is never allowed to get low nor is the stock allowed to get dusty or in a muddled condition. In the majority of places the stock is brushed thoroughly three times a week. From eight o'clock until eleven the clerks dust and clean up the store and particular care is taken that the surroundings are kept as clean as the master's bridge on an ocean liner.

At this time of the year, especially, does the question have meaning: "What to do with the clerk in the quiet hours?" From early in the Fall the trade starts later than usual. This is why the departmental stores put on so many big sales in the Fall and Winter. They do it in order to get the people out. Get them out at eight o'clock, and even though the bargain goods are all gone in half an hour the early-risers will generally find something upon which to spend their money. Of course, this plan could not very well be carried out in the average haberdashery as it would demoralize business to too great an extent, but too great stress cannot be put on keeping the stock in the very best condition.

Disorder Is Displeasing

Disorder, for one thing, is displeasing to the eye. It requires an extra effort on the part of both eye and mind to take in an assortment or display of goods that has been simply thrown together with more regard for the immediate convenience of the salesperson at the moment of "throwing" than for the appearance of the resultant conglomeration of merchandise and its effect upon the customer. Disorder and topsy-turviness have a strangely repellent effect upon the average person, whereas neatness and order invariably please and tend to make the customer's mind most receptive to a presentation of the merits of the goods. The untidy appearance of merchandise, moreover, creates a definite impression that their value is not quite as high as it might be. That is only a natural inference from a condition which shows plainly that the people handling the goods have so poor an opinion of them as to consider it quite uncalled for to arrange the articles with thought and care.

The most attractive goods become shabby looking when dust is allowed to accumulate. No piece of merchandise can be expected to look its best and be favorably received when it is permitted to continue with what might be termed a "dirty face." No human being with the slightest idea of the propriety of things would expect to get anywhere if he appeared unwashed and unkempt when he made his application. Neither can merchandise, no matter how meritorious, win its way into the customer's favor under similar conditions.

To the salesman in his work the proper care and handling of stock are a tremendous help. The stock should be kept always in an orderly manner.

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able because to-day the country is trying to hold out against under-production, whereas, before the war there was undoubtedly under-consumption.

A man does not mind paying as much for a shirt to-day as he did for a suit ten years ago. The majority of men are just as anxious to be in the fashion parade as are their wives, even though they do not admit it in public. That is why practically every man is the possessor or the hope-to-be-possessor of a silk shirt. For whatever the style of suit he is wearing the man who is "smart" must have a silk shirt. It may be white, colored or striped, but silk it certainly must be. The very latest, however, show a becoming modesty in that they have a body of white, pink or blue cambric and show striped silk vest fronts and cuffs, thus effecting both economy and style.

WOULD IT PAY MANUFACTURERS OF MEN'S WEAR TO GO OUT AFTER AN EXPORT TRADE OVERSEAS?

Establishment of Foreign Connection Might be Big Asset When Normal Times Return

NEW BUSINESS NOT REQUIRED HERE NOW

Question of Co-operative Organization Should be Considered—South Africa a Good Field

THE presence in Canada of W. J. Egan, Canadian Government Trade Commissioner to South Africa, and the announcement of Sir George Foster, Minister of Trade and Commerce, that production for home consumption alone will not meet the financial needs of Canada and that the country's burdens can only be met by the speeding up of production and by placing Canadian products in the markets of the world, bring to the fore the question of the advisability of going after and building up an export trade overseas. Canadian manufacturers in general have shown great interest in the question of export, realizing that now is a great opportunity for Canada to take advantage of the sentiment and desire on the part of South African importers who are anxious to secure their North American requirements from Canada, but the question is one that the manufacturers of clothing and men's wear must consider seriously.

At the present time the British market, which is the usual source of supply for clothing, is in such a state that Canadian manufacturers might do well by "butting in." South Africa imports large quantities of ready-made clothing, these including shirts, overalls and engineers' clothing supplies, and there are undoubtedly good arguments in favor of the Canadian manufacturer making a bid for a share of the millions that are paid out annually for clothing by the colonists across the seas.

Organization Suggested

If any Canadian manufacturer should decide to go after this trade with a view to securing it and holding it, the only sure way would be by representation. In South Africa the traveler makes two trips to the trade each year, each being of four months, and the remainder of the time he spends in going home and reporting to his employers. The Canadian traveler, too, could return home each year. If the manufacturer hesitated to go to such lengths as sending a traveler, the same objective could easily be obtained by co-operation, some arrangement being arrived at where the firms could divide the business secured.

But would it pay Canadian clothiers just now to go after such a trade? Assuredly it would not. The manufacturers here are having all they can do to turn out just enough goods to keep their customers from flying into a panic. The highest prices on record are being charged and only portions of the orders asked for can be allotted. South Africa would not pay such prices and the expense of getting the business would be heavy, so that it would seem like folly for clothiers here to drop the bone at home to go overseas in search of a shadow.

But there is another side to the question. South Africa is a cash-against-document country, a welcome proposition to any manufacturer, and an overseas trade would ensure continuous turning of the factory wheels when conditions again become normal. When orders are not so easily obtained in Canada as they are to-day it might be a good thing for manufacturers to have a nest egg which would help them to retain their expert help the whole year around. It would be inadvisable, however, to look at the matter from the point of immediate results only.

Points to Remember

As a matter of fact, the manufacturer is "up against it" just now in the matter of securing raw material. And about the time Mr. Egan was in Toronto a certain manufacturer was unable to decide whether, through scarcity of material, he would be able to keep his plant in operation. In view of these things, therefore, the Canadian manufacturer of clothing would do well to refrain from making any hasty decision in the matter of exporting.

When it comes to a consideration of shipping facilities climatic conditions would have to be considered, also distances and the handling that the goods would be sure to get on the boats. In another column some pointers on this phase of the question are presented.

Now, with regard to documents and drafts, it must be remembered that "selling to arrive" is a big factor in South African trading and that it is essential that one copy of invoice and non-negotiable bill of lading should reach customers in South Africa on or before the arrival of the carrying steamer. Overseas customers should be advised as far ahead of actual shipment as possible of the consignments coming forward. Other countries doing business with South Africa follow these practices and as trade will always follow the line of least resistance, Canadian shippers would have to follow suit. So little attention has been paid in the past by Canadian shippers to the importers' instructions that in future it is being stipulated on all order forms that the right is being reserved of refusing acceptance of goods unless instructions re drafts are closely followed, it being always borne in mind, too, that South African merchants want their drafts through their own banks.

STRICT ATTENTION MUST BE PAID TO SHIPPING BY MEN IN EXPORT TRADE

Manufacturers who are now in possession of an overseas trade or who are contemplating getting after an export business must see to it that the matter of shipping is not neglected. Sometimes the initial order is easy to secure but, as a general rule, a great deal hinges on the shipping methods that are employed. They are what count. And the manufacturer who hopes to build up and retain a good overseas business should see to it that his shipping department is so thoroughly efficient that the client will be impressed. Only by personal visits and inspection can the manufacturer be assured that the department is living up to its job.

Even in shipping to far-off points in Canada the clothing manufacturer should make sure that what he sends out will reach its destination in good condition. It is all the more essential that he should pay particular attention to his overseas shipping as sending goods across the ocean is vastly different from sending them to points inland.

The packing, for instance, must be strong and not too cumbersome and batten spaces should not be left that will eat into delivery costs. When iron hooping on cases is used it should be worthy of the name and not a baby ribbon. Also, every case, crate, barrel, bale or single bar of iron even should be marked in such a way that the name of the port of destination will be always in evidence. Heavy bales should be strapped tightly and not tied with string or light rope.

The test of success in export can be best judged by repeat orders and the manufacturer should take care that his first three or four shipments are so perfect that it only requires representation to hold and increase future business. If a manufacturer's shipping methods are such that his representative is always fighting to excuse errors the chances are that the business and the representative will disappear about the same time. And when there is a good representative on the field it is poor business to throw boulders in his path. Good representatives nowadays are not easy picking.

As far as possible, too, insurance should be placed with companies represented at destination, for when this is not done claims are delayed in settlement from nine to fifteen months. There are also other difficulties, but the one regarding settlement is sufficiently serious in itself to bring home to manufacturers the reasonableness of the demand.

Tweed Hat Expected to "Hold Its Own" Until Well into Next Winter at Least

"Everybody's Wearing Them" Was Reason Given by One Customer When Asked Why He Favored the Natty Knockabout—To Sell a Five-Dollar Hat is Not Considered a "Feat" in These Days.

TWEEDS and velours are all the rage in men's hats this Fall, and while the velour will be laid away as Spring makes its entry there is little doubt but that the little tweed knockabout has come to stay awhile. By hat men generally it is expected that big business will be done all next Spring and all next Summer in tweeds, and that the demand will continue brisk right through the Fall of 1920 and into the Winter. No more popular hat than the low-priced tweed has been put on the market in some time and none that has shown more signs of holding its own against all comers for any great length of time.

"Why do you pick on a tweed particularly?" one hat salesman asked a customer after he had shown the latter almost everything he had in stock, and the sightseer had eventually returned to his first love—the tweed.

"Everybody's wearing them," was the reply, and in these three words seems to be contained the main reason for the popularity of the little hat which as a rule has neither form nor shape, yet which seems to look equally well on the man who cares about his clothes and on the man who is none too particular regarding his dress.

Fall Business Good

On the whole there is no complaint to be made about the hat trade for the Fall of 1919. Business has been away ahead of last year, and although at the present time it is a trifle quiescent, the expectations are that there will be another big season just before Christmas. Merchants have been experiencing no difficulty in getting what they ask for their hats. Prices have all gone up considerably within the past few months, but there has been very little baulking at prices.

"Four or five years ago," said one manager to MEN'S WEAR REVIEW, "a man thought he had done something big when he made a five dollar sale, but now five dollars is pretty near the lowest price we have. Nowadays it is no feat to ask nine dollars for a hat, and get it. We have sold more velours this year than ever before in our history, not a few of our sales being at $18, and the bulk of them being from $9 to $12."

"Kick on the high prices?" queried the hatter in response to a question as to how the public liked paying the prices now asked for hats, "why, of all the trade that came in here on Saturday I don't believe more than two objected, and not a single man walked out without buying. Sometimes they come in and ask for a three dollar hat, but in the long run they hand over their five dollars."

Derbies Popular Now

A noticeable feature, too, of the Fall trade has been the popularity of the Derby. Last Fall there were about 90 soft hats sold to every 10 Derbies, but this year the proportion has been about 60 to 40. And, if the word of the salesman is to be believed, the demand for the stiff hat is increasing all the time.

As for the tweed, all that need be said regarding it is that formerly haberdashers were well stocked when they had a few dozen in stock, and that now they are being sold in hundreds of dozens every week. At $3.50 and $4 they are cheaper than other hats, and what is more, they suit almost anything a man wears. They can be worn anywhere, and it is next to impossible to put them out of shape.

A preference for loud patterns is being shown more than ever by young men this year, and of the hats left on the shelves at the end of the season it is a safe bet that more than 75 per cent. will be quiet in tone, made up for the most part of dark and sombre colors.

NEW PRESIDENT CHOSEN

Several changes are announced in the executive and directorate of the Canadian Woollens, Limited. At a meeting for the purpose of filling the vacancy caused by the death of President J. B. Ferguson, William Hanson of Montreal, of Hanson Bros., was elected to fill the vacancy on the board. Mr. A. O. Dawson, who has been vice-president and general manager, was elected president, and Mr. W. K. George of Toronto, first vice-president and chairman of the board. The board now is comprised as follows: President, A. O. Dawson; first vice-president and chairman of the board, W. K. George; second vice-president, F. Barry Hayes, president Toronto Carpet Company; Isaac Bonner, general manager Penmans, Limited, Paris, Ont.; William Hanson, Hanson Bros., Montreal; G. D. Perry, vice-president Barrymore Cloth Company, Toronto; F. R. Sweeney, president Zimmerman-Reliance, Limited, Hamilton.

Business was reported as excellent, with all the mills of the company overloaded with orders.

VETERANS KEEP UP WITH TIMES

McBride and Moran, Owen Sound "Live Wires," Make Direct Appeal to "U. F. O. and Union-Labor Men."

TWO "live-wires" in the haberdashery business are Messrs. Joseph H. Moran and George McBride, of the Vimy Ridge Men's Store, Owen Sound, both veterans of the Great War, and both post-bellum entrants into the ranks of Benedicts. While fighting in France, where he put his experience as a footballer to such advantage that he was awarded the Military Medal, Mr. Moran agreed with Mr. McBride to get into the men's furnishings game on their return, and this compact they carried out within a few weeks of landing in Canada. Mr. McBride lost no time in taking unto himself a wife, and Mr. Moran speedily followed suit. Both young men, who have had extensive experience in both Eastern and Western Canada, learned the haberdashery trade under T. McAuley, formerly of Owen Sound but now of Trenton.

Since starting into business for themselves, Messrs. McBride and Moran have injected not a few new and original ideas into the business, and they have gained for themselves a firm footing in the North. Recently, taking advantage of the turn political events have taken in Ontario, they published a snappy advertisement addressed particularly to "U.F.O. and Union Labor Men."

Highly Complimented By Firm

To the members of this victorious party they announced that they were the selling agents in Owen Sound for a certain brand of shirts and overalls, and after putting well to the fore the good points of these garments, they invited U.F.O. and Labor men to visit the Vimy Ridge store. Shortly after the publication of the announcement a letter was received from J. G. Kitchen, secretary of the Company, saying:—

"We are very much pleased to know that you are advertising our lines. Your heading, 'U.F.O. and Union Labor Men,' is particularly attractive at this time, and we think we will use this in some of our other advertising."

McBride & Moran are showing Owen Sounders something new and snappy in the advertising line each week, and not a little of their success is attributed to the pep that is put into their announcements and their window displays, as well as to the unfailing courtesy that is shown to callers at the store, irrespective of whether or not they are customers.

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MORE TROUBLE FOR THE BOARD

THE makers of men's garments in Hamilton have secured another increase in their wages. And now, it is open to wonder what the Board of Commerce is going to do about it. This august body recently declared that the prices of men's clothing are too high and intimated that it might be necessary to issue an order forcing them down. But the cost of the labor employed in the making of garments must be represented in the prices charged for the garments. So also must the cost of the cloth used. This latest wage increase, though only somewhat more than 15 per cent., is but one of a succession of recent increases. Of course, the purchasers will have to pay this. In addition, the cost of cloth has gone up steadily and rapidly. In view of these cold facts, it is hard to see how the board of commerce can find any excuse for forcing down the selling prices of clothing to anything near the old level.

JUST A SIGN OF THE TIMES

IN the daily papers of Montreal, a large "For Sale" advertising recently appeared offering a completely equipped manufacturing plant for clothing. Inquiry into the circumstances elicited the information that the company was desirous of selling out solely because a strike had been declared by their employees. They preferred to close up the plant altogether rather than go further in the matter of paying out increased wages. This proposed action is significant inasmuch as it shows the spirit that is coming over the clothing trade in regard to labor problems. Nagged on one side by the public complaining of profiteering and on the other by the workers agitating for more money, the clothing men have just about reached that point where they "don't care whether school keeps or not."

RESUMING TRADE WITH GERMANY

THE question of how to handle German trade is assuming perplexing proportions. Not long ago a Leeds firm of woollen manufacturers sent to Germany a representative with the object of opening up business connections. In his letters back he stated that he found the financial position very bad. He could have closed big business had it not been for money difficulties, but he explained, the German mark had fallen so low that it meant that the Germans had to pay nearly four prices for their goods. The demand for clothes he found to be enormous. The people, he added, were wearing paper clothes and anything they could get. He found himself confronted with awkward situations everywhere. But the possibilities for doing business were big providing the second party to the transaction was willing to overlook a lot of things to which under other circumstances he would pay strict attention.

BRIEF EDITORIAL COMMENT

THE season has arrived when it pays the retailer to keep open two or three or even more evenings every week. The public likes to stroll around a bit after a hard day's work and look over the Christmas variety at leisure.

ACCORDING to Narrayan Joshie, workers' delegate from India to the International Labor Conference in Washington, the workers in the textile industry in India labor 12 hours a day for 6 days a week. It looks as though the Indians are unresponsive to the cajolings of the Labor organizer.

OLD Clothes Leagues have been formed in all parts of the country, but there has been no eagerness noticeable so far to parade in patches. Man's tendency is to get as far away from the ridiculous as possible.

"WHY should diamonds enter Canada duty free and woollens be taxed to the limit? "was a query put to Parliament. The duty on woollens amounts to 42½ per cent., and materially increases the cost of living for both rich and poor. The burden on the poor man, who requires almost as much woollen clothing as the rich man, is heavy.

THERE should be a better understanding by the public of the difference between gross and net profit. Not infrequently the man on the street has the wrong idea when he reads the reports of the clothing investigations.

THE big orders now being placed by foreign governments with Canadian woollen manufacturers will insure a maximum of activity in certain departments of the woollen industry that would otherwise be slack.

A WHOLESALE clothing manufacturing establishment of Kettering, England, is inaugurating a system of profit-sharing among the employees, a benevolent fund having already been started with a donation of a thousand pounds. The employees also make a small weekly contribution to help each other as they fall on bad times. This is a healthy sign for the future of the firm and is the right spirit for both masters and workers to adopt.

BREEZY BITS ON BUSINESS

The Canadian Woollens, Ltd., has taken out three permits in Peterboro'—$40,000 for a factory building; $10,000 for an office building, and $30,000 for a second factory building. The three buildings will be complete about the end of the year.

L. J. Patterson, formerly with Ludlow Brothers, Brantford, has accepted a position with Marshalls, Ltd., at St. Catharines.

The man who said, "Good clocks and good advertising should never stop," was no slouch.

J. A. Moag has opened a new men's furnishings store at 16 Main Street W., Smith's Falls, Ont. He is carrying a full line of the very latest.

R. J. Siberry, who has been carrying on business at 316 Danforth Road, Toronto, has removed to 337 Danforth. His new store has three times the floor space of his former location. There is a ladies' and children's specialty shop now at 316 Danforth.

A smile and a pleasant manner accompanying a sale go a long way towards laying the foundation of future sales to the same customer.

William J. Eastman, 910 Barton St., East, Hamilton, has opened another store on Kenilworth Avenue. A fine stock of men's wear is installed. The opening sale was held on November 1.

Leo Watson, of Galt, brings back from New York the news that the smartly-dressed men of that city have been wearing the bowler or Derby hat this season.

The best salesman is he who knows how, when, and why customers respond to persuasion.

Duncan Carswell has been appointed manager of new store opened by Firth Bros., Ltd., at 424 Richmond Street, London.

When the engine of persuasion begins to miss fire there is no such lubricator as a pleasant smile.

Here is a chance for all the veterans of the Great War who are now operating haberdasheries. In certain parts of the country shrapnel helmets are being used for lighting purposes, electrical concerns claiming that it is an easy matter to convert the helmet into a fixture that will give indirect illumination. When the old "kettle" is used for this purpose it would make a novel and permanent display in any store.

BOARD LEARNS WHY CLOTHING PRICES GO UP

In taking up the retail clothing trade at the investigation conducted by the Board of Commerce in Hamilton, Vice-Chairman O'Connor and Commissioner James Murdoch, representing the Board, the former said to the local fair-price commissioner:

"I am going to ask you a very bold question. Do you know of any individual case that you as a lawyer in court could establish as a case of what we all familiarly know as profiteering?"

"I don't think so," replied Col. Morrison. "It is all the method of doing business. I don't think that there is one of the companies doing something to-day that they have not done in past years."

"That is not the case," interjected Commissioner Murdoch. "Are there any cases of profits unreasonable compared with the sum invested?"

"Or is it a case of looking for better methods in the future, rather than criminalizing dealers for the acts of the past?" suggested Mr. O'Connor.

"Yes, I think so," replied Col. Morrison.

The actual cost of the cloth of four or five different grades put into suitings was first considered in the clothiers' investigation. There were five grades of cloth, the cost of a suit made of the first grade being $12.95, overhead and selling expenses bringing the complete cost to $16.24. The cost of this particular suit to the trade was $16.50.

In 1914 this cloth cost 48 cents a yard and the selling price was $6.50.

It should be ascertained that all cloth made in Canada in the last five years had increased from 300 to 400 per cent., while that made in England had gone up 500 per cent.

Grade two suit cost $2 per yard, there being the same amount of cloth — 3⅜ yards—in a suit, making the clothing for the suit cost $6.75; shrinkage, cutting, lining and trimming brought it up to $14.88; overhead and selling costs made the complete cost $18.15, and the trade got this suit for $20.

Grade three suit was $2.35 per yard, the material costing $7.93; shrinkage, cutting, lining, trimming and making brought the cost to $19.18, while overhead and selling expenses made the price $23.03 to the trade. The manufacturers sold this for $25.

Grade four suit cost $3 per yard, costs of making bringing it up to $24.34, which overhead and selling costs further increased to $30.50. This suit was sold to the trade for $30, the reason for this being, according to Col. Morrison, that it was not so attractive a suit and a poor seller.

Grade five suit cost $4.75 per yard, the aggregate price being $30.51, increased by overhead and selling expenses to $38.14. This suit sold for $40 to the trade.

TRADE NOTES AT A GLANCE

Rod Weir, Sales and Advertising Manager for the Fashion Craft Manufacturing Company, is away for a two-months' semi-annual trip of inspection of the agencies in Western Canada.

Samuel Linley Chapman, who died on Dec. 27, 1918, left an estate valued at $17,777, of which $7,275 was represented by a one-third interest in the firm of Chapman Brothers, men's furnishers in Toronto. When the children reach the age of 21 the interest in the firm is to be sold and divided equally among the widow and children.

The Webster Dry Cleaning Company, Ltd., of Port Elgin, is now doing business in Sackville, N.B. The company was organized a few months ago, J. W Webster being president and general manager; F. W. Turner, Port Elgin, vice-president; and W. H. Phelan, Amherst, a director.

A Report From Sherbrooke, Quebec, is to the effect that the Cluett-Peabody Company has practically decided to open a branch factory in that city. The Board of Trade has been negotiating with the company for some time past.

The Standard Clothing Scheme, for the establishment of which preparations have been going on since July, is reported to have been abandoned in London. The Board of Trade refused its approval, deciding that it would not be a wise move to attempt to make clothes cheaper in this way.

Negotiations Are Now in Progress between the Financial Attache of the Russian Embassy in Washington and Canadian woollen manufacturers for the purchase of woollen goods to the value of over $8,000,000. A representative of the Siberian Government is expected to confer soon on the matter with the Canadian Trade Commission.

Homer Waffle, Superintendent of the Simcoe Wool Stock Company, was instantly killed on Nov. 10 when he became caught in the machinery at his mill in Simcoe. Mr. Waffle had been in charge of the plant for 15 years. The body was literally cut in two.

A strike of garment workers in Toronto was warded off during the month by the offer and acceptance of a general increase of 15 per cent. on the old scale and a graded scale of increases in pay according to the amounts paid, the lower paid receiving the larger straight advances.

Kitchener Clothier Turns Out Cards That Command Attention

E. A. Sauder Jots Down a Memorandum for Future Use When Happy Idea Comes to His Mind—Illustrations Accompany Timely Phrases of a Seasonable Nature.

THAT it is good business to put in the window and on the goods show cards with a punch is the firm opinion of E. A. Sauder, of the Lippert and Sauder stores, Kitchener. Mr. Sauder is a genius for card writing and so interested is he in getting out snappy cards that as soon as an idea strikes him, no matter where he happens to be at the time, he pulls out a piece of paper of some description and jots down his pointer for future use. All the Sauder cards are suitably illustrated. Some idea of the kind of "stuff" he pulls may be secured from the following samples picked out at random from his stock by MEN'S WEAR REVIEW:

Show Your Colors—These are right in keeping with the season.

* * *

Your hat, Sir!—Here's the latest in head craft.

* * *

Biff! Just Unboxed!—The finest range of bantam-weight felts in the land.

* * *

Are you an Odd Fellow? One who's hard to fit? Come in and give us a try.

* * *

Every Inch a Suit—All clothes are closely inspected.

* * *

Sure Sign of Winter—Hats! Individual styles for the most exacting tastes.

* * *

Heads Up! We fit them all.

* * *

A Sure Pop.—We have the finest range of men's wear in the city.

* * *

Certainly Swagger, Sir.—The new belted overcoat.

* * *

Want to be in our clothes? They are smart.

* * *

They get a glad hand—Our special English walking gloves.

* * *

Drop That Icycle! Look! Get into one of our overcoats.

* * *

Hoot Mon! Renew your raiment. These suits are the season's pick.

* * *

Holiday togs that are just right.

* * *

Snug, sturdy sweater coats—The best all-wool values anywhere.

* * *

We've scored a touch-down—Made a special "buy"—These suits tell the tale.

You Haven't Far to Go? Just step inside and we will be pleased to show you these new winter creations in men's clothes.

* * *

For That Brown Taste—Inspect these newest creations of the tailor's art.

* * *

Our clothes line is ready.

* * *

I don't want to be personal, but—how about your underwear.

* * *

You Prudent Mother—Here's a saving in boys' suits.

* * *

Remember, we are head-to-foot outfitters.

* * *

Got You Guessing.—These values—It's easy. We buy for two stores.

* * *

Ever Been Tanned? No. Then try a pair of these gloves.

* * *

Right in keeping with the season. These new coats.

* * *

Pick It Out Now. Our hats crown best dressers' heads.

* * *

Chills, pills and doctor's bills all go together. These coats will guard you against all such ills.

* * *

Who put the hum in Humville? We dont' know, but we do know these coats are hummers.

* * *

"Eye Shopping" Just Now? Stop. Come in and choose your overcoat now.

* * *

The man from Missouri had to be shown. So will you, so drop in.

CATCHY PHRASES FOR SHOW CARDS

New Shirts
Made of Materials
That Stand the Test

—

In Our Neckwear the Designs Are Always Simple and the Quality Always Good.

—

Boys' Pull-overs and Jerseys With Real Wool in Them and Some Wear.

—

Gloves—We Always Carry a Good Stock of the Best Makes.

—

Mufflers—the Warm, Comfy Kind That Prevent Colds.

—

A Beautiful Sleep Is Best Enjoyed in These Fine Imported Pyjamas.

—

With Market Conditions So Uncertain We Think These Suits Are Remarkably Good Value.

—

If It's a Raincoat You Need, Ours Are the Good Kind.

—

Wool is Wool and Cotton is Cotton in This Store.

—

Shirts For Men Who Buy Carefully.

—

Fall Underwear—Dependable Garments With a Reputation to Maintain.

—

Most Likely You Need a Bright New Pair of Suspenders.

—

A Sleeping Garment That You Will Like to Get Into and Hate to Get Out Of.

—

Obey That Impulse and Get Into One of These.

—

Gloves—the Best Makes in All Styles.

—

Underwear—From the World's Best Makers.

—

Full Dress Requirements For Men Who Care.

PLANT FOR RIDGETOWN?

Ontario Municipality Has Chance of Landing a Big Clothing Factory

If the necessary number of employees can be obtained, a branch of the clothing manufacturing business of Greene, Swift, Ltd., will be established in Ridgetown, Ont. Mr. Robert Greene, the senior partner, has looked over the field and is reported to have been favorably impressed. A large number of girls and young men are required at the outset and down Ridgetown way it is considered a question whether the necessary help can be secured. Skilled workers will be sent to instruct and train the beginners.

John Macdonald, Toronto's famous drygoods wholesalers, long reputed for gorgeousness of his fancy vests, is reported dethroned as "king" in this line, the title being claimed now by Ralph Connable, head of the Woolworth interests in Canada. It was at the National Club in Toronto that Mr. Connable "swiped" the honor, appearing in all the gaudiness of a vest, the entire front of which was worked in colored beads, illustrating flowers, and the back being black velvet with striking bouquets worked in it. Mr. Connable claims that his creation puts his rival's forty-five fancy waistcoats completely in the shade.

LONDON STRIKERS BACK

New Wage Schedule Fixed For Tailors' Helpers—Piece Work System Abolished

The striking employees of London merchant tailors are back again at work, having reached an agreement with their employers. As a result of this, the piece-work system is being abolished and no more work is to be sent out to the homes of employees. All merchant tailors will provide satisfactory workrooms and will pay a minimum wage of thirty dollars a week, with time and a half for overtime. Women pant and vest makers are to be paid $15 a week, and male coat makers will be paid $26

Why Talk to Women About Kind of Clothes Men Wear

"She's as Interested in His Clothes as He is Himself," is the Manner in Which Big Rochester House Puts It to the Retailer—Fair Sex Urged to Help Men Folk Select Suits and Coats.

SELLING *men's clothes to men through women is rather a new merchandising angle for a clothing manufacturer but this has been one of the basic ideas of the spring and fall national advertising campaigns of a concern in Rochester, N. Y. The firm has consistently used space in women's magazines, basing its campaign on the assumption that the woman of the house has a great deal to do with the purchases that are made therefrom.*

"Why we talk to women about men's clothes," was the caption of one of the ads. used and under it appeared the following: "Every time you put away his clothes you notice whether they are wearing well and holding their shape. That's because you know material and workmanship. It is for this reason that we are calling the attention of the women of the nation to our clothes."

"Go with your men folk when they select their suits and their coats," was the company's concluding advice to the women and to the retailer: "She's as interested in his clothes as he is himself. Isn't it important that she should know YOUR store and the clothes you carry?"

Ontario Merchants Not Ready Yet for Trade With Germany

Advances Have Been Rebuffed in Some Quarters—High Cost of Woollens and Cottons is Embarrassing English Manufacturers.

FEARS have been freely expressed in British trade circles with regard to prospective competition from Germany, especially in view of that country's need for extraordinary endeavor in order to meet the cost of the war. Such fears are no doubt justified concerning many articles of manufacture where the essential raw materials are indigenous to Germany, but in many other industries, careful study shows, it will be years before the effect of such competition will be felt. There is no doubt, thought, that Germany will make big efforts to restore her former position in the world's markets.

At Leipsig fair, which was held recently, the textiles exhibited were of poor quality, being mostly made of shoddy, and the statement has been made by a large hosiery manufacturer of Chemnitz that only 5 per cent. of the workers usually engaged in the trade were in employment, the factories either being closed down or operating at a tenth of their former capacity. The chief trouble seems to be shortage of raw material and coal. The opinion of this manufacturer was that even if the factories could restart at full output it would be many months before they would seek export trade as the German home demand was so great, owing to the shortage of textiles in the country.

Australia Stands Firm

That the scarcity throughout the world is so great that the Germans will eventually get trade is the opinion that is now being expressed, but even now Australia refuses to permit the importation of any goods of enemy manufacture, despite the fact that before the war Germany supplied a large part of Australia's imports, amounting to nearly $7,000,000 per annum. Any enemy goods landing at an Australian port are subject to confiscation. The United States, Canada and Japan have taken Germany's place in the Australian market. Canada's exports to that country have increased from a negligible quantity before the war to over $13,000,000 in the twelve months ending August 31.

Toronto merchants are of the belief that Germany is destined to restore her business relations with the rest of the world, and, according to William Bryce, Toronto wholesaler, buyers for American and Canadian houses have already landed in Germany. Another reason assigned by Toronto dealers for the opinion that Germany will recapture her trade is that production costs in England are rapidly mounting. Woollens and cottons, which formerly were imported from England, have become so expensive that English manufacturers are already having great difficulty in meeting the competition of other countries. Certain Toronto merchants have already rebuffed German trade advances.

It is now a well-known fact that just as soon as the armistice was signed British woollen manufacturers had their drummers, many of them officers in the Rhine army, working among German importers, signing up orders for British textiles.

AIMS TO ABOLISH LABOR TROUBLES FROM THE TRADE

Clothing Trade Takes Steps to Prevent All Lockouts and Strikes

An organization which aims to banish strikes and lockouts from the men's clothing trade has been completed by the Toronto manufacturers with the cooperation of the unions and gives every promise of working out to the entire satisfaction of all parties concerned. Arbitration is the keynote of the scheme and both sides have entered into an agreement to accept the verdict of arbitral machinery provided.

This agreement involves 20 clothing manufacturers of the city or 85 per cent. of the total outside of the contract shops, and 2,000 operators on men's and boys' clothing. These 2,000 operators are members of the Amalgamated Clothing Workers of America, but are not affiliated with the A. F. of L.

The Associated Clothing Manufacturers have assigned to a general agent, known as labor manager, the task of settling on their behalf all disputes, whether relating to wages or working conditions, with the operators, which cannot be adjusted between the shop chairman and the superintendent. If he cannot reach an agreement with the union manager the issue goes to a board of arbitration consisting of four delegates, two representing the manufacturers and two representing labor, with a fifth member, who is the impartial chairman, and whose decision on all disputes is absolutely final. The labor manager appears before this board and presents the case from the manufacturers' side, while the union manager argues the case for the operators. Dr. H. B. Sharman, of 67 Queen's Park, is the impartial chairman. He is a voluntary lecturer at Toronto University and was formerly a professor of economics at Chicago University.

A. A. McIntosh, recently news editor of the London "Advertiser," and previously for some years city editor of the Toronto "Globe," has been appointed to the position of labor manager and has already taken up his duties in Toronto.

Officers of the Associated Clothing Manufacturers are: President, C. B. Lowndes; vice-president, William Johnston; secretary, R. Schutz; treasurer, T. Learie.

Mr. C. B. Lowndes said the new organization would stabilize the clothing labor market and put a stop to one shop bidding against another for labor. The trade in the States had been organized on similar lines and the idea was working out splendidly. It was based on the principles of collective bargaining, compulsory arbitration and recognition of unions.

"We believe strikes are a thing of the past in the clothing manufacturing business," concluded Mr. Lowndes.

LOOKS FOR NO EASIER PRICES FOR TWO YEARS

Labor So Uncertain, Says W. C. Robinson, That Clothiers Must Guard Against Being "Nipped"

Not for two or three years does W. Robinson, Upstairs Clothes-Shop manager-proprietor, look for any perceptible decrease in clothing costs. Any downward tendency which the market may have will, he thinks, be gradual and not noticeable to the purchasers for some time to come. Narrating his reasons, Mr. Robinson said:

"The cost of labor has increased so visibly within the past three years that the actual costs of material as compared with pre-war prices is really insignificant.

"Raw wool, which after all controls the clothing world, is certainly higher than in 1914, but not to such a great extent as one would be led to believe from the costs of the finished article. For instance, the amount of raw wool contained in a suit is not particularly large. This market is controlled by England. The English mills have the power to decide the amount which will be exported. To-day supply and demand play a very small part in the matter of price. Woolen manufacturers the world over realize that sometime in the future a slump in prices is bound to come, and they are taking every precaution that they will not be caught in the slump. They are leaving it for the wholesaler or retailer to bear the brunt. Only about one-quarter of the supply available to wholesalers last year will be issued this season for next Spring's clothes, with the result that, no matter where you try to purchase, there is an insufficiency of materials. That attitude they have adopted because of the demands of labor. No manufacturer is sure from week to week when his employees will insist upon an increased wage scale, and he is taking no chances of being nipped in the squeeze."

Mr. Robinson stated that while the demand for civilian suits from demobilized men was great, in reality it did not make any appreciable effect on the market. Certain mills which had been subsidized by the British Government were now free to make up other materials than khaki, and were taxed to their greatest extent, but even that would not supply, as the wool market was practically closed owing to the fear of the same becoming too risky.

ENLARGES PREMISES

G. T. O'Brien has recently enlarged the premises of his men's clothing store, corner of Water and Henderson streets, Chatham, N.B., by taking in the adjoining store, formerly occupied by P. F. Barry, tailor, and uniting the two into one large floor by removing the intervening wall and giving him a total floor space down stairs and upstairs of over 6,500 square feet.

SUGGESTIONS FOR DISPLAY

Ideas Taken From Toronto Windows For Benefit of Outsiders

An Eaton window that attracted notice during the month was that showing half a dozen fine shirts of a pronounced stripe on diamond-shaped stands. There were a few suits of underwear on pedestals in front of the shirts and at the rear, standing like sentinels, were three dummies wearing flashy sweater coats. There were half a dozen collars with made-up ties attached, and thrown around at every angle were canes of all kinds.

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Adamson's haberdashery on Queen Street West, had a nice display of underwear, one suit in the centre of the window being fitted to the form of a little wax man and others being grouped in folds in a semi-circle at the back. Several pairs of woollen socks were thrown over T stands and neatly arranged on the underwear.

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Shirts and sweater coats in one window and hats and canes in the other caused many passersby to stop for a look at the Bon Ton Haberdashery's display, 131 Roncesvalles Avenue. The sweater coats were thrown carelessly over stands, but the shirts were arranged on forms, collars and ties being attached in some instances. The hats were scattered around in a confused sort of way, the linings being almost as conspicuous as the exteriors.

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A little bit almost of everything in the window, with garter boxes acting as pillars and made-up collars and ties on shelves and tiers above the display proper drew considerable attention last month to the Sunnyside Haberdashery, 1741 Queen Street West. The attention of evening strollers was caught invariably by an electrically-lighted glass case at the rear of the store, some article of men's wear being conspicuously shown up in this case.

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His two windows at 317 Roncesvalles Avenue, F. W. Davis has divided into six compartments and in each of these he generally has a catch-the-eye showing. Everything from sweater coats and hats, to socks and garters is generally to be seen in these neat stalls, on the posts of which gloves and knicknacks are always set up at a rakish angle.

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Gloves of all colors arranged in bouquet form, the Kayser silk gloves on the posts of the partitions, wide knitted silk neckwear at $2, underwear on forms and lying folded on the floor, cashmere socks, tweed and felt hats and caps, striped shirts at $3.50, and neckwear at $1.50 constituted a Dunfield window that was worthy of notice recently. Green plush flooring enhanced the effect.

BOARD FORGETS "PROFITS" OF THE WAR YEARS

Only One Side of Argument Is Brought Ont at Clothing Investigation in Regina

The board of Commerce has included Regina, Saskatchewan, in its itinerary, and from the boundless prairies comes the report that excessive profits have been made in men's wear by the dealers who pay rent and taxes in the capital of the Western province. Commissioner Rankin, during the course of the investigation, announced that the profits being made by retailers in this line were enormous and that prices would have to come down. The examination of witnesses revealed the fact that the profits made in various lines of gents' clothing were about the same among the different merchants, the prices being regulated by competition.

It was stated that the profits made were sufficient to give the retailers a return of a hundred per cent. on their investments, but the retailers "came back" with the argument that this has been an exceptional year and that with demobilization of the army their business has been far greater than under normal conditions. They consider that the Board should take it into consideration that their profits during the first two or three years of the war were very low.

When the men's furnishers appeared before the Board, Commissioner Rankin gave them two alternatives. Either fix an average rate of profit of forty-five per cent. on all lines except overalls, and then place the onus on the merchants of showing why this profit would not be sufficient, or he would leave it to them to decide what would be the lowest margin of profit on which they could do business. The decision was finally arrived at that the retailers would take the matter up and decide on what they considered a reasonable rate of profit and submit their suggestions later to the board.

SLOGAN AROUSED WRATH

Victory Loan Sign in Brantford Called On People to Wear Old Clothes

"Wear Old Clothes and Buy Victory Bonds," read a banner across Dalhousie Street in Brantford at the commencement of the Victory Loan campaign in that city, and no waving of a red rag at a bull could have been more productive of results. Members of the local clothing trade immediately protested against the trade being singled out as an object of economy. That the sign was an outrage was the opinion expressed by F. A. Hughes, who pointed out that it was most unfair to single out the clothing business for such an appeal.

"Why not tell people to wear old shoes, to stop smoking, or in other ways?" asked one irate merchant, adding: "Why single out the men who sell clothes?"

"FREE TRIP" CONTEST NOW ON AT COAST

Drawing Attention to Illuminations to Advertise Victor Clothes

The Victor Clothes Shop, 112 Hastings Street West, Vancouver, which calls itself "The House of a Thousand Lights," is now in the midst of a "Calculation Contest," which is to close on January 31, 1920. The contest is open to every purchaser of a Victor suit or overcoat. A free trip to Europe is the objective.

"How many times do the electric lights flash in the Victor Illuminated Front between the hours of 7 p.m. and 11 p.m.?" is the query on which the whole contest hinges.

The purpose of the contest, according to announcement, is simply to advertise the Victor Clothes Shop and to make every man in British Columbia acquainted with Victor values and the quality and style that is in every garment. The cost of the contest is charged to advertising and is spread over the year's appropriation. It is estimated by the management that the additional turnover will be so large that it will cost little to carry on the contest.

Five Trips Assured

Now, what must the purchaser of a suit or overcoat do to win the trip? The idea of the scheme is to get the public calculating the total number of flashes in the illumination in the four hours intervening between 7 o'clock and 11. The result is sent in on a Victor Clothes Shop sales slip, the latter being given as a receipt with every sale. There is also a proper form to be filled in and signed. Every slip will be filed away until the contest closes when they will be opened by three judges. The first slip opened by the judges bearing the correct calculation will be awarded the prize.

The trip includes first-class railroad fares and pullman berths, steamship tickets with first-class cabin accommodation and meals, steamboat and railway tickets from Vancouver to London and Paris and return, the winner choosing his own route either by way of New York or Montreal with stopover privileges. The winner may select his steamship and choose his own time for making the trip. He will also have the privilege of staying in London long enough to see the historic sights and may remain in France for a period so that he may see the scene of the world conflict in France and Flanders. Return trips may be taken from Paris by way of Havre or again by London. Again he may vary the journey by routing back across the continent.

Mr. A. J. Freiman, Rideau Street, Ottawa, clothier and furrier, was chairman of the publicity committee for the Victory Loan and ably did his share to win the Prince of Wales flag.

KEEPING TAB ON RETAILER

A Chicago house is showing this season a new Jersey helmet for hunters, motorists, mail carriers and others who are obliged to be out in the cold. The lower part of the cap can be turned up to give the appearance of a skull cap, when the flaps are down the helmet keeps the forehead, ears, cheeks and neck warm. The helmet may be worn under the ordinary hat or cap.

Sam Scott, specialist in boys' clothes, has acquired on Granville Street, Vancouver, the building formerly occupied by the Nikko Japanese store. Mr. Scott expects to move to his new location early in February.

Frank Martin is opening up a new tailoring and men's furnishings store in Goderich. He expects to be into the thick of things early this month.

Mrs. M. McMillan has opened a men's furnishings store at 1271 Danforth Avenue, Toronto.

A first-class gents' furnishings store has been opened up in the Cooper block, King Street, Dundas, by Chic Farrar. E. Laird is managing the store.

John P. Scarrow, who has been taking a vocational course in tailoring and cutting with one of Toronto's best tailors since he returned from overseas, has opened a tailoring business in Acton, Ont. Mr. Scarrow served his time as a tailor in the Old Country before coming to Canada.

Two million yards of cloth, sufficient to make 500,000 standard costumes, are held by the Department of Wool Textile Production, England, awaiting official decision regarding the use of the cloth. Costume mnufacturers protest that the present uncertainty is seriously affecting business and urge immediate action to solve the problem of dear clothing.

In the Victory Loan Campaign a full half page advertisement with the one word "Lend" in box-car letters, was donated by the following Hamilton haberdashers: L. R. Tobey, Begg and Co., Ltd., Shannon and Grant, Ltd., Grafton and Co., Ltd., Fralick and Company, and Oak Hall.

Dineen's, Toronto, have opened a new department in their basement for men's clothing and overcoats.

Plans are now being made by the clothing retailers and haberdashers of Ontario to stage the 1920 convention on a large scale. Three days will be devoted to the convention, and during that time all kinds of topics of particular interest to the trade will be taken up and discussed.

PAYS TO GET INTO SPIRIT OF DISTRICT

Hallowe'en Contest Gave W. G. Hay's Stores Good Advertising

That it pays to get right into the community spirit and not to carry on business in a purely dollars-and-cents manner is the belief of W. G. Hay, who has haberdasheries at the corner of Queen and Brock, Toronto, in New Toronto and in Mount Dennis. Mr. Hay staged contests in all three stores on Hallowe'en and and eight hundred sales were chalked up. How many were directly attributable to the contests he cannot say, but every person had a great time, he says, and the objective he was after was easily attained.

In the window of each of his stores Mr. Hay displayed a bag of nuts and the idea was to estimate how many nuts there were in the bag. Every purchaser was entitled to an estimate. It was a game of mental skill, not chance, and this, of course, kept the contest within the law. The five nearest estimators were each given a box of apples.

The contest was on for a week, and at the Queen and Brock store some 450 estimates were put in, and as many purchases. In the other stores there were about 350 estimates. Fifteen boxes of apples were given away on Hallowe'en and so successful was the contest that the whole street was packed with people, the police having to take a hand in order to keep the car tracks cleared. After the apples were given to the winners, the nuts were thrown out to the youngsters and for about an hour there was a big time in front of the Hay store.

"It was good advertising," said Mr. Hay, "but the best point about the whole thing was that it carried out the spirit of Hallowe'en. It was 'shell-out night,' and what little I did put the store right into the spirit of the community."

"In a little district like this," he added, "you have to carry on business in a different way from what you would down in the main business section."

SELLING BELOW COST

"Just to be candid about this 'no profiteering' policy which I announced at the beginning of my business," said Neil Ferguson, of Sydney, N.S., "I am going to tell you that I have practically been selling below cost ever since I opened.

"The remedy lies always in an increased volume of business—for when one sells at such a narrow margin of profit as I do—the volume must be large. My business has been increasing every month and I expect it to cover all expenses from now on. I won't lose any credit with the wholesale houses by this confession—but I do earnestly want my customers to know that I am doing my share in trying to keep down the high cost of living," concluded Mr. Ferguson.

HATS and CAPS

Narrower Brims for Hats Are on the Way

Output in England is Little Better Than It Was Four Months Ago—Travellers Are Paying Friendly Calls on Customers Just to Keep the Connection, so Acute is the General Shortage.

THERE is little room for consolation in the reports from England with regard to the manufacture of hats. Across the pond, just as on this side, the shortage is acute and the output is said to be very little greater than it was four months ago. An all-round shortage exists of hats of every kind, from the cheap stiff to the velour and the silk hat, and manufacturers are at least six to eight months behind with orders and are refusing absolutely to deal with new business at present. Such is the situation, in fact, that travellers are being notified that all they have to do at present is pay friendly calls to their customers and keep the connections.

The demand for the straw hat has always been governed by the clerk of the weather, but what the situation next summer will be dealers are afraid to say at present. Shape and style, it is predicated, will be of a similar kind to that exhibited this year, namely, a deep crown and fairly narrow brim. The wide-brimmed "straw" will be but very little seen.

A fear has been expressed by straw hat manufacturers that the limit to which the public will go for straw "boaters" has just about been reached and that further increases will prejudice the whole trade.

"If the price goes much higher," one manufacturer is reported to have remarked, "I am inclined to think that many men will give the straw hat a wide berth next season." He expressed the opinion that they would simply go on wearing their soft felts.

This is undoubtedly rather a gloomy view to take of straw hat prospects, and it is not likely that it will be generally shared, but, all things considered, the prices of straw hats are almost alarmingly high. The chances are that they will go considerably higher before men draw the line at this popular article of summer attire, but there is always a limit and it may be that the situation will become so perilous that something will have to be done.

STRAW HATS ARE LIKELY TO BE AT A PREMIUM

Some Dealers Have In Stock Now Only Small Percentage of What They Had Last Year

For some months past it has been known that next summer will witness a big shortage of straw hats and as the weeks go by it is becoming more and more evident that conditions will be even worse than had been anticipated. Judging from present indications, the shortage is going to assume alarming proportions as it seems to be next to impossible to get the raw material.

This time last year one hat man, with whom MEN'S WEAR REVIEW discussed the situation, had three or four hundred dozen straw hats in his storerooms, but now he has not more than fifty dozen. Nor can be get more. And his case is not an exception to the general run. His competitors appear to be all in the same boat, proportionately, of course.

That the seriousness of the situation is not to be minimized is a factor that stands out well. English firms, retailers complain, will not accept orders and upon the Japanese the blame is being placed. In olden days the Jap worked for from eight to ten cents a day, but like his Caucasian brother, he has become inoculated with the germ of discontent and to-day he wants, demands and holds out for his dollar or two a day. This, of course, makes a difference in the price of straw hats.

Big Scramble Next Year

In some quarters the hope is cherished that New York will eventually come to the rescue, but whether it does or not, the fact remains that there will be a big scramble next season for straws and that unless a man gets in early and avoids the rush he is liable to get left out in the cold, or rather—out in the sun.

"About how long would those fifty dozen last you?" asked MEN'S WEAR REVIEW of the man in question.

"Last?" snorted the man behind the counter. "Why, man alive, they wouldn't last at all. They would all be gobbled up in a month and in one of our big stores they would be sold out in a week."

At least one Toronto hat firm has been thinking of sending a man over to England to see what he could do to relieve the situation, but the idea for the time being has been abandoned, the fear being entertained that it is such a difficult matter to secure passage that they might not get Mr. Buyer back again.

H. A. Loffree, formerly of Bloor West, is conducting a men's wear and dry goods business at 99 Main Street, East Toronto.

JAPANESE MAKING BETTER GARMENTS

Improvement Noted in Class of Underclothes and Hosiery Turned Out Now

Deliveries on underwear have not been coming in any too fast and many retailers say that if they had not been careful to do their buying early and to have their stocks well taken care of they might have been nipped this Fall. At retail the demand is better than it has been for some time. But Japanese competition is becoming more of a question now than was hitherto the case, as the Japs are making better grades of underwear and hosiery than they ever did before, and it is the class of goods that is wanted for export. It is the low and medium priced goods. There has been much complaint about the poorly fitting stocking and vest they make, but they are improving their machinery and increasing their output, and can often undersell the exporters of the United States. Right on this continent people want, on average, a better grade article than they are turning out in such numbers, but agents have taken away many orders with them to Japan. With Japanese labor demanding more money and fewer hours the danger of the little yellow man cutting in on the trade from this side of the water is not as great as it might be.

COLLARS & SHIRTS

The Forsyth "Housewarming" in Waterloo Proved a Lively Event

J. D. Claude Forsyth, of Forsyth Productions Limited, Made Great Name For Himself as a Host—New Factory Given Great Send-off.

IT was a big evening that was staged in Waterloo on November 6, when the Forsyth Productions, Limited, put on a "Good Time Housewarming" in their new plant at Waterloo. From early in the evening until half-time between darkness and sun-up the employees of the big Company and their guests made merry, a lengthy programme of vaudeville starting the ball rolling. At midnight, luncheon was served, after which dancing was indulged in, special cars being secured by Mr. J. Claude Forsythe to take the merry-makers to their homes. Among those present from out of town were B. G. Cohen, Japan, J. A. Picard, Montreal, and following from Toronto: John Brass, C. C. Caldwell, John Sperling, Donald Sutherland, W. J. Trimble, W. H. Partridge, W. H. Hewitt, J. N. Duffy, N R. Perry and W. C. A. Moffat, editor of MEN'S WEAR REVIEW.

"Welcome to Forsythe productions New Home," was the greeting on a big streamer stretched in front of the stage that had been erected for the occasion and Mr. J. D. Claude Forsyth lost no time in putting into practice the motto that was on display. , He made an excellent chairman and did everything in his power to make the guests feel at home, nor did he lose an opportunity to get right into the thickest of the fun. He was rendered able assistance, too, by Mr. O. F. Dannacker, vice-president. Following the address of welcome, the Thiele Concert Company made its appearance, the other items on the programme being: Cartoons by Don Cameron; Chorus by Shirt Sewing Department; A mock wedding in which Mr. Dannacked and Forsyth's stenographers played leading parts; "Booze funeral"; a sketch on the corner drug store; stunts; sketch of Mr. Picard selling shirts to Mr. Forsyth and Mr. Dannacker; impromptu speeches; and the Forsyth Fashion Parade. In the parade the different products of the Forsyth company were displayed on living models, shirts and lingerie being worn by the boys and the girls parading in highly-colored pajamas. Popular songs parodied to sound the praises of the Forsyth shirts were rendered throughout the evening and at the close of the programme proper, Mr. Forsyth was present by the staff with a big boquet of "mums."

Prior to the singing of the National Anthem, Mr. Forsyth introduced the lady superintendent and superintendent of the new plant, Miss Krueger of Waterll and Mr. W. Kress of Kitchener.

COLLAR INDUSTRY OLD

Men's Neckwear Has Been Made in Factories for Century

Somebody has discovered that, in celebrating many centenaries that fall due this year, it should not be forgotten that 1919 is the centenary of the detachable collar. Hannah Montague, the wife of a blacksmith in Troy, New York, says this student, made the first detachable collar in 1819. Until that year, Mr. Montague, and all other men, had worn undetachable collars. Mrs. Montague changed all that, and now, it is said, some 200,000 yards of goods are used every day for making collars by a single factory in the town where Mrs. Montague surprised her husband with the first separate one. The Rev. Ebenezer Brown, it appears, first put Mrs. Montague's product on sale, and his enterprise was the forerunner of about seven square blocks of collar and shirt factories within a mile radius.

J. Claude Forsyth and O. F. Dannacker, of the Forsyth Shirt Company and Forsyth Productions, Ltd., Kitchener and Waterloo, returned recently from New York, whither they had gone on a buying trip. The trip proved to be just a little holiday jaunt, however, as there was nothing to be bought.

J. H. Gordon, manager of Thornton and Douglas store, Stratford, was away this month on a business trip to New York.

BIG DEMAND FOR EXPENSIVE WEAR

Vancouver Retail Clothing Dealer Tells of Numerous Sales of Silk Shirts

"We have sold more silk shirts of late than we have in twelve years," said William Dick, of William Dick's, Limited, retail clothing firm, addressing the Board of Commerce at the inquiry in Vancouver, B.C.

"Men come in and won't look at the cheap stuff," said the witness.

Asked whether this fact was general of the trade, he replied: "It is general in our store."

William Dick said that his firm, despite the high prices, was not making as much money to-day as it did in former years. They were not selling the clothing because the demand was not so great. The turn-over was greater in money, but less in the number of garments. On the average, Mr. Dick said that he added 50 per cent. to the wholesale cost. This was the general practice of the trade in Vancouver. The overhead cost of operating was not so high, said the witness, as it was in 1915. It cost no more to make sales to-day in proportion than it did in 1915.

SILK SHIRTINGS SOUGHT IN JAPAN

New York Firm Goes Far From Home to Search Out Supplies

Discussing the silk shirting situation, the head of the Harry Berger Shirt Company, New York, has expressed himself as follows: "Events of the last two months have led many shirt manufacturers to look to foreign markets for a supply of silk shirtings. We have sent a representative to Japan to purchase certain silk fabrics which are not obtainable in the American market to-day. The pending situation has opened up wonderful opportunities for Japanese shirtings in the American market. While we would naturally favor our home silk industry, still, under present conditions, we are virtually forced to look to Japan for our supply. The first shipment from that country should reach us before very long."

H. Lippert, of Sauder and Lippert, haberdashers of Kitchener, has been the recipient of congratulations for the past month. He spent his honeymoon in New York.

SUITS & OVERCOATS

Profit Margin is Fixed by Board

Order is Made Applicable to Toronto Dealers in Men's Clothing—Others Must Show Cause Why Ruling Should Not be Made Dominion-wide by New Year's

THE Board of Commerce has spoken. It remains to be seen just what wisdom there is in its mandate. A curb has been ordered on the profit rate on clothing and a gross margin has been fixed for the City of Toronto only, but it is a question if the order can be carried through. The statement has been made that the clothiers cannot work on the percentage allowed, but time only will tell. Frank Stollery, corner Yonge and Bloor, Toronto, acted quickly, however, on hearing the news. At the time he was in the throes of a department managers' sale, he having announced that for ten days he had turned his entire business over to his "heads," F. S. Chasey, H. O. Teasdall, C. L. Brown and J. A. Yorston, but in full-page ads. he let it be known that "Stollery backs up the Board of Commerce on clothing issue," and that "From now on Stollery will sell men's clothing at prices ordered by the Board or less." In a signed statement he announced that every garment would be marked and sold on the percentage basis ordered by the Board.

"Cost Price" Defined

In its order, the violation of which renders offenders liable to prosecution, the Board decreed: "On and after December 15, when the cost of the commodity to the vendor is $25 or under he may mark, offer or sell at a gross profit or margin not greater than 26 per cent. of the sale price marked or demanded, but when the cost of the commodity to the vendor is over $25, he may mark, offer or sell at a gross profit or margin not greater than 33 1-3 per cent. After March 15 next, the dividing mark is to be $30 instead of $25."

"For the purposes of this order," the Board announced, "and for the calculation of the percentage of gross profit or margin on sale, the cost price of the article shall mean the invoice price plus duty, exchange and freight actually paid. and less all discounts allowed or obtainable."

All vendors of the same commodities within Canada, but excluding Toronto, are given until Jan. 1st to show cause why the order should not apply to them. They are to submit complete annual balance sheets of business for each of the years 1912 and following; a statement of assets and liabilities and of profit and loss and trading accounts for each of the said years, and an itemized statement as of Nov. 30 of stock on hand of men's ready-made or partly ready-made suits and overcoats. "This latter and the balance sheets are to be certified as correct by an accountant."

Major Duncan's Views

"This order deals only with distribution," pointed out Major Duncan, Toronto representative of the Board. "The question of the manufacture of cloth and clothing is still under investigation. The present order serves two purposes. Firstly, by prohibiting the taking of a gross profit in excess of 33 1-3 per cent. on sales it defines the point beyond which profit taking in the retail sale of ready-made clothing becomes profiteering. In justice to the retail clothiers, it is necessary to say that this was the practice before the war, and in very few cases has this been exceeded. Out of the gross profit allowed him by the order, the retailer must pay rent, taxes, light, heat, insurance and salaries, and provide for depreciation, overhead and all contingencies of his business.

"Secondly, on the less expensive suits the order allows an even smaller margin of profit, that is, 26 per cent. on sales. This is a very close price to the store of high rents and high overheads. Thus, a suit which the manufacturer's laid down price is $15, may in future not cost the consumer more than $20.28. The same suit to-day might be marked up to $27. The order means that, depending on what was the retailer's system of charging, the public will save on the less expensive suits anything up to $7 a suit. As about 50 per cent. of the ready-made suits sold to-day cost the retailer $25 and under, it will be realized that the saving to the public is very substantial. It will at the same time be seen that the Toronto section of the Retail Clothiers' Association, and those outside the association who have agreed to co-perate in carrying out this order, have faced, and in the public interest are prepared to take, a very substantial diminution of receipts."

BIG DEMAND FOR GARTERS

"Never in the history of the garter business has the demand been so heavy," said a well-known traveling man recently. "But deliveries are from sixty days to four months late. This is the first time that such a demand has ever developed in the garter trade, and it has been caused, it would seem, by the return of a gerat number of soldiers and students to civilian dress."

Orders for Clothing Pour In; Expert Labor Hard to Procure

So unsettled is the labor market at the present time that, according to observations made by MEN'S WEAR REVIEW, the output in the clothing industry is at least twenty per cent. below normal. Some manufacturers are not taking orders at all. nor have they taken any since June. Some have even cut off their "specials" until they complete their Fall business. The shortage of expert labor is very marked, and this is one of the reasons for the decreased production. As for orders, there are all kinds of them. The manufacturer is playing safe, however, and is contracting for only what he is certain he can turn out. It is generally agreed that prices will be ten per cent. higher in the Spring, and retailers, realizing this, have been exerting every effort to get in as much stock as their stores will hold. The question of money seems to be their least worry.

Stabilization of Labor is the Only Hope

Prices for Men's Clothes Promise to be Great Deal Higher in Fall of 1920—Public Will Have to Readjust Its Ideas With Regard to Prices.

THAT the prices for men's clothes will be a great deal higher next Fall—looking even farther afield than the Spring of 1920—is the gist of opinion expressed by manufacturers and retailers who are closely in touch with conditions. The only thing that can put a rein on prices is stabilization of the labor market, and there is little chance of this coming to pass under present circumstances until Utopia is established. Just now the public cannot possibly see how prices can go higher, but the fact remains that the public will just have to readjust its ideas as to the prices it is prepared and is expected to pay for clothing.

Faced with labor unrest and decreased production from one end of the country to the other, the manufacturers of clothing cannot begin to supply the demand. Stuff is being bought now for delivery next December, and the prices are away up, yet what can the manufacturers do? They cannot wait for a drop for they are told by the mills that if they do not purchase now they will not get the material when next they go in search of it. One reason for the shortage is that they are unable to get the machinery in England.

The man who talks of cheaper clothes for next Fall is—to use a common expression, "talking through his hat." Manufacturers to-day are all selling on the basis of what the goods cost them six months ago. If they were selling on the basis of what the same goods would cost to-day, prices would take another soar.

No matter what comes or goes now, it looks as if the manufacturer will be unable to do business at less than present-day prices for at least a year or two. The manufacturer is as helpless in the matter as is the retailer. He pays more for the material he requires, and, as a consequence, he has to charge more.

"If the Board of Commerce or any one else thinks we are profiteering," said a Toronto manufacturer to MEN'S WEAR REVIEW, "there is always a way to find out. Let them appoint an accountant to go through our accounts. It is an accounting problem pure and simple."

"Take it from me," he added, "there is no profiteering in this business. Competition is too keen."

And what that man says is right. Just like every person else, the manufacturer is entitled to adequate return for his work and the worry that is caused him by attempting to do busines in these times.

The manufacturer's lot is no easy one. As E. C. Drury, the leader of the victorious U. F. O., would say: "There are more thorns in his bed than roses." He fixes his prices for next Fall. He sells his goods in advance, and he is compelled to deliver. In the meantime trouble crops up, and where does the manufacturer get off? He has a strike or something just as pleasant on his hands, and he finds that he has to sell at a loss.

Let us cite here an incident that bears directly on the situation. It was at a convention last month in Montreal where there were a number of clothing manufacturers present. "Shop talk" was indulged in and in the course of the talkfest one manufacturer sighed: "Oh, for a few hundred thousands of dollars in cancellations." Immediately there was a shout went up; "Same here," "Oh Boy," and "So say we all" were some of the exclamations that greeted his remark. This only goes to show that the manufacturer's lot to-day is such that he would welcome cancellations. He has all the business he can handle and not a little of what he has is being handled, because of changed conditions since the time of selling, at a loss.

The Second Gentleman of Britain Knows What to Wear and How to Wear It

After an historic visit His Royal Highness the Prince of Wales has gone from Canada, but he has left with Canadians the impression that, although he is not the dandy dresser his illustrious grandfather was, he is not by any means a slouch when it comes to clothes. The heir to the British Throne, the second gentleman of the Empire and for a time Canada's first citizen, is a youth who knows what to wear and how to wear it. There is nothing loud about his attire but, just the same, it is striking.

On the occasion of his farewell visit to Toronto His Royal Highness was attired in a tweed suit of steel grey which was the last word in tailoring. The trousers were tight and were adorned with cuffs, while the coat was form-fitting with long, wide lapels. The Prince wore a red and black tie with diagonal stripes, and his shirt cuffs—the soft French turn-back—showed about an inch below his sleeves. He also wore tan oxfords, a wrist watch and a large ring. The Prince's overcoat was long with cuffs and a short belt at the back.

Lord Claude Hamilton, private secretary to the Prince, was faultlessly attired in morning dress of the most extreme cut when he appeared on the rear platform of the car immediately following the arrival.

Admiral Halsey, when noticed, was all togged out in golfing garb, a green suit with cap and stockings of faultless match.

Mr. E. C. Drury, the first gentleman of Ontario by reason of his being called upon to lead the U.F.O., was in business attire and wore a dark, grey overcoat, fedora hat of almost the same shade and a grey suit when he appeared at Government House in response to Sir John Hendrie's call upon him to form a Government.

Toronto Retailer Gives Men a Percentage of the Profits

W. G. Hay Has in Operation a System Which He Says Brings Clerks to Business on Time and Creates Active Interest —Has Full Confidence in His Staff.

TIME clocks in retail stores? To some this query may sound absurd but the manufacturers of these contrivances are making a strong bid for the popularity of their wares. The trade has been approached with a view to having time-clocks installed and the time may come when their entreaties will not fall on deaf ears. But just at the present time the demand for these clocks does not appear to be compelling. The majority of the men engaged in the retail trade have instituted some system under which they succeed in getting their clerks and salesmen in the store on time.

"No time clocks for me," said W. G. Hay, corner of Queen and Brock, Toronto, when questioned on the matter by MEN'S WEAR REVIEW. He then went on to explain that he had a perfect system in operation in his three haberdasheries and that he never had any trouble with late-comers.

Mr. Hay pays his men salaries as big as are paid in stores of similiar size in the business, and he also gives them a good percentage of the net profits.

"There is never any need for any of my men coming in with a red face if he is half an hour or so late," said Mr. Hay, "for I feel that they have the firm's interests at heart and that they would not be late if they could have avoided it."

"I can go away," he added, "and feel that every dollar is going where it ought to go. I place absolute reliance in my boys and I have never found my policy to fail. The percentage policy works well, and the more the boys make the better is it for me and the better I like it."

Speaking further of the matter, he said: "I don't know whether my scheme benefits me in dollars or cents, or how much it benefits me but I do know that the spirit of co-operation and loyalty is rife in my three stores and this is what counts every time."

Would You Be a Card Writer?

Ambitious Young Men May Learn by Attending in Person or by Correspondence—Lessons Are Sent Out Each Week.

MEN'S WEAR REVIEW has been requested frequently to give information with regard to show card schools in Toronto. The question has been asked repeatedly: "Is there a school in Toronto where a man can learn to write show cards?" In reply, it might be stated that there are schools in the city through which show card writing may be learned either by attending or by correspondence. If tuition is by correspondence the school furnishes an outfit free and sends lessons each week to the student. The latter may pay cash on the spot or he may pay in instalments.

Young men in all parts of the country take up show card writing at long range and each week their lessons are sent out with corrections to mistakes in former lessons attached. The school boasts that it teaches wherever the mails reach—as far off even as the Phillipines.

Since the war there has been a big demand for show card writers and it is claimed by the schools that the field is not at all crowded. Quite a few returned soldiers are taking up the work but their task is not an easy one as in many cases their nerves are on edge.

In the correspondence course there are twenty lessons and two examinations, from ten to twelve weeks being required to complete the course. If the student has not mastered the art by that time the tuition goes on but he is not called upon to make any additional payments. When attending the school in person the course is for six months. Seventy-five dollars is the amount that the prospective show-card writer is "set back" for learning. As a rule, a position is guaranteed by the school for every man who makes good. And even after the studies are completed the Service Department of the school is ready at all times to help the former student out with lay-outs, etc.

Traveling service men are also employed to go over the country and give instructions where necessary. The lessons are given in both French and English.

The present is probably the most abnormal year the country has ever experienced, and, with the public puzzled by high prices, scarcity of merchandise and similar bewildering conditions, the gift season may be curtailed. Retailers, therefore, should do everything in their power to get the shoppers into the store before Christmas Eve or the week before the holiday. In some American cities far-sighted merchants have shown considerable activity along these lines, one Baltimore haberdasher having sold a thousand ties at 95 cents, by wrapping them in form suitable for gifts and advertising them as part of a Christmas sale in October.

REIS COMPANY RECAPITALIZED

Two Million Dollars of Preferred Stock To Be Offered to the Public

Robert Reis & Co., distributors of "Reis" and "Manhattan" underwear, and agents for the "B.V.D." and "Glastonbury" mills, has been recapitalized. Some $2,000,000 of seven per cent. cumulative preferred stock has been underwritten by Goldman, Sachs & Co., Lehman Brothers, and White Weld & Co., and will be offered to the public in the near future.

The company was incorporated in 1885, and has built up its net capital from $15,000 at the start to over $1,500,000, without the introduction of any new money. Its business has shown a constant and steady growth, and the purpose of the new financing is to enable the company to expand its business along hitherto successful lines, and to provide for the construction, purchase and control of such additional underwear and hosiery mills as are considered advisable.

TELLS WHY HE QUITS

Monte Rosebourne Thinks Winnipeg Too Cold—Back to Victoria

"I am quitting the clothing business," announced Monte Rosebourne, of the "Exclusive Overcoat Shop," Winnipeg, in box-car letters in a big advertisement in the Winnipeg papers recently, and he was refreshingly frank in stating why. He said: "I belong in Victoria and that's where I'm going as soon as I sell out my stock of overcoats. When I was in business in Victoria, I thought it was too wet and when I received my discharge I decided to try Winnipeg. You've got a fine city and I guess it's alright when you get used to it. But I don't want to get used to it. Because I want to get back to where the rain never wets you. And the grass is green the year around. Where you can fall in the bay and get drowned the year around. And where I know all the boys. And all the boys know me."

Then Mr. Rosebourne went on to tell all about the overcoats he had in stock and the prices at which he was going to let them go.

ISSUES MONTHLY FOLDER

R. Leo Watson, Galt Haberdasher, Talks Directly to the Public

By means of an attractive folder and a little colored blotter, R. Leo Watson, "Shop for Men," 31 Main Street, Galt, is letting the public know that he is doing business. In the six-page folder are cuts of catchy displays and interesting tit-bits of information on shirts, silk-knitted neckties, caps, underwear, felt hats, Derbies, gloves and clothes. There is also a letter from Mr. Watson himself asking for business and explaining that each month he will endeavor to show reproductions of quality merchandise and that he will try to keep a supply of the described lines in stock for the month the folder is issued.

Opening Two New Branch Factories

W. G. & R. Company to Make Use of Former Employees in Galt and Preston—Effort Being Made to Relieve Shortage of Merchandise.

THAT the W. G. & R. Company are doing their share to make up for the extreme shortage of merchandise in their particular line is well illustrated by their opening up two branch factories, one in Galt, and one in Preston. In addition to this, the factory in Kitchener is running full capacity.

One of the main reasons that Galt and Preston were chosen is that many girls who, in former years, were employed by this firm in Kitchener, have moved to these places, and many are available as instructors and in some cases as operators. This greatly assists in the breaking in of girls who have had no experience at all on sewing machines, because the teachers, having had previous training on turning out shirts and collars, can train the new girls along these lines.

The branch factory at Galt has been going full speed ahead for the last three months. In fact, additions and extensions have already become necessary.

The great success of this branch at Galt induced the W. G. & R. Company to open up another branch in Preston, and this, too, while only in operation for six weeks, is proving to be very successful.

In addition to the branches at Galt, and Preston, the factory at Kitchener is working to capacity.

From the Heart of Greece

All the way from Patras in Greece comes from S. P. Ciclitira and Company to MEN'S WEAR REVIEW, *a communication which shows that the influence of this publication is felt far across the seas. The communication, which is self-explanatory, follows:*

"Gentlemen,—

"Having read in your August number that you are ready to furnish your readers with any information they may require, we beg to state that we are exporters of all the products of our country, viz.: currants, sultanas, figs, citron, oil, olives, wool, tobacco and Valonia nuts, and importers from the United Kingdom of England and the U. S. A. of any material suitable to our market. We have a large inquiry from our customers for the following articles of your lines; panama and straw hats, hosiery, shirts, etc., underwear in general, cotton, neckwear, gloves, woolens, etc.

"Will you please oblige us by recommending to us any well-known factories of such articles, so that we may pass them our inquiry. Hoping to hear from you soon and thanking you in anticipation we are, Gentlemen,

Yours truly,
S. P. Ciclitira."

SHOWING OFF "KERCHIEFS"

Useful Article Makes Popular Gift When Done Up in An Attractive Package

Handkerchiefs in themselves are small, almost insignificant articles, but there is no questioning the fact that they are handy, and if the haberdasher goes about it in the right way he can add considerably to his sales in this line at the Christmas season. In New York some houses are putting up handkerchiefs in two-dozen packages, and there is no doubt but that a display of this kind would appeal to the man or woman who is looking for a sensible gift and yet does not know exactly just what to get. Nice boxes made up with a dozen or two dozen 'kerchiefs and with a neat card on the cover for the address should constitute an appeal that might well prove to be a paying proposition.

Should They Trade With the Germans?

According to a despatch to the Toronto Globe, British merchants are very much in the air on the point as to whether they should trade with the Germans or not. There is not, it is said, so much bitterness in opposition now as there was a few months ago. Then the textile trade section of the London Chamber of Commerce passed a resolution deciding to have no trade relations with Germany for at least ten years.

Latterly, however, the mover of that resolution proposed at a meeting of the section another resolution of an exactly opposite effect, expressing the opinion that the resumption of business with Germany and other enemy countries should be regarded as properly open to members of the section, but consideration of the motion was deferred.

HOW SOFT LIGHTS HELP

Ward Off Headache, Eye Strain and Ill Temper on Part of Clerks

The value of a store adequately and effectively lighted is, as a rule, appreciated to the full by the dealer in men's wear who looks to the comfort of his clerks as well as to the accommodation of the buying public. The merchant should always try to have his store so lighted that nothing is in shadow. He should make it a point to have his goods and his lights so arranged that the shopper does not find it a hardship to look at his stock. Headache and eye-strain for employees should be considered, too, as well as a good display of merchandise and comfort to customers, as freedom from irritating ills enables the employee to retain that cheerful disposition which makes him so much more valuable. For it is indeed an exceptional man or woman who can be pleasant and courteous, hour after hour, to all kinds of people if he or she should be afflicted with a headache or strained, tired eyes.

KEEP BEFORE THE PUBLIC

"Advertise, Even Though Stocks Are Gone," Advise Manufacturers of Clothing

More and more the fact is being driven home to the retailer that constant, consistent newspaper advertising is something that he cannot afford to be without. These facts have been preached by advertising men for years, but now the battle has been taken up by the manufacturer. In a letter to their dealers, the Joseph & Feiss Company, manufacturers of clothing, Cleveland, urge that the retailer continue his newspaper advertising even though he has no stock on hand. The Victor Talking Machine Company is cited as an example of the value of persistent advertising. The letter says:

"Did the Victor Talking Machine Company stop advertising when they were swamped with orders? They certainly did not. They kept on increasing the public's desire, and as a result, they have never felt a business slump. This is only one illustration, many more could be given of the wisdom of keeping everlastingly before the public so that they can't forget. While a few merchants will carelessly drop from the public mind, the majority will see the wisdom of using every means possible to keep the people thinking of them."

CLERKS ORGANIZE

The retail dry goods and gents' furnishers' clerks of St. John, N.B., have formed an organization with 100 charter members, the officers being: President, A. C. Wilson; vice-president, George Andrews; secretary, Miss McKay, and treasurer, Edward Waters.

QUILTING BUSINESS

A. E. Wild is going out of the clothing business in Melfort, Sask., and has placed his $35,000 stock of men's and boys' furnishings on the bargain tables.

Customs Duty Changes When Prices Go Up

Clothiers and Haberdashers Who Import From the Old Country Meet With Trouble When Clearing Goods—Hard to Keep in Touch With Markets.

NOT a little annoyance and inconvenience is sometimes caused the men in the clothing trade when they go to the Customs to get consignments from British markets. Across the seas the prices change with such kaleidoscopic rapidity that it is almost impossible for manufacturer or retailer to know what duty he will have to pay on his goods. Consequently, when he expects to pay a certain price and has to hand over considerable more, he is not sure whether it is an old law that is in operation or some new regulation that has been brought in since his last call.

A regulation, which occasions trouble repeatedly, is that which stipulates that the duty is put on at the time of shipment. The Canadian buying in the Old Land pays duty on the price at time of shipment, not on the price charged him for the goods. And in these days of rapidly changing prices the difference is sometimes great. Advances of fifty and a hundred per cent. on the prices of English goods between the time of buying and that of shipping are not unknown at the Customs office, but, according to an amendment, the advance is limited to 25 per cent. This means that the Canadian manufacturer pays only on 25 per cent. of an advance, that is if the increase should have been more than that.

Hard on the Importers

There is another clause, though, governing this regulation which is to the effect that this lower duty is taken providing the goods were purchased within nine months from the date of shipment. If the time elapsing is longer, the Customs takes its duty on the full advance. Thus, if a man's goods are shipped within nine months from the time of purchase and the prices have advanced, say, 30, 35, 50 or 60 per cent., he will pay duty on only a twenty-five per cent. advance.

Nowadays when the market values change every week, the Customs collector has to keep thoroughly posted, and this is done by means of bulletins from Ottawa. The prices of silks, cottons and wools seem to be the most subject to change, and especially when shipments are delayed do the dealers in neckwear meet with trouble.

"In ordinary times when the trade is normal, there are no such fluctuations and it is easier to do business," J. E. Bertram, Customs collector at Toronto, explained to MEN'S WEAR REVIEW, "but now we have to keep a sharp lookout all the time to see that the duty is collected on the value at the date of shipment. We keep closely in touch, but the importer, whether he be manufacturer or retailer, is unable to do this and consequently, when he comes to claim his goods, he is generally all at sea."

Sections Governing Practice

The sections, 40 and 41, of the Customs Act governing the duty to be paid, read as follows: "Whenever any duty ad valorem is imposed on any goods imported into Canada, the value for duty shall be the fair market value thereof, when sold for home consumption, in the principal markets of the country whence and at the time when the same were exported directly to Canada. Such market value shall be the fair market value of such goods, in the usual and ordinary commercial acceptation of the term, and as sold in the ordinary course of trade: Provided that a discount for cash, for duty purposes, shall not exceed two and one half per cent. and shall not be allowed unless it has been actually allowed and deducted by the exporter on the invoice to the importer."

By Order-in-Council two years ago this was amended to read as follows, no cancellation having yet been received: "During the period of the war, or until otherwise ordered, customs duties on imported goods subject to the ad valorem rate may be accepted by the collectors of customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five percentum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of goods prior to this exportation to Canada."

LOYALTY ESSENTIAL IN A BIG BUSINESS

Commenting upon the success which has been met with by the Woolworth interests, of which he is now president, Hubert T. Parson says: "You cannot run any large enterprise successfully without loyalty and enthusiasm through all ranks. The way to secure this loyalty and enthusiasm is to pay for it. Every man has a chance to develop initiative, and if he makes good he gets a large share of the profit. In a sense each one is in business for himself as a local merchant, part of his local community. He employs his own help, orders such goods as he thinks best and in any quantity he desires. We virtually set him up in business; furnish him a store, stock it with goods, and teach him how to get the best results in store management. The rest is up to him. Of course, if he doesn't succeed, we have to put another man in his place. We never go outside the organization for a man to fill any position above a clerk, and all the important men have understudies training to fill their positions at any moment."

GROUP PLAN IS GREAT "SELLER"

A window that has been found to be effective is that having a most harmonious showing of shirts, collars and cravats, divided into three groups. The end units might be made alike, but differing slightly from the centre one, although the general effect might be similar. The shirts shown in one window, that put in for the B. R. Baker Company, of Toledo, by Arthur W. Murray, were of plain colors, those on the left being tan, the centre pink, and the right green. Narrow black cravats were shown in soft silk collars in all three units. The window is reported to have been a "good seller," calls for the shirts being received long after the display was taken out. The display artist concentrated all attention upon the haberdashery itself, backed up only by two dignified show cards. There was no special background, no special accessories of any kind.

Nor can it be deemed that the method of grouping the units is becoming more general all the time. Nor that its advantages are obvious. In the first place, this plan permits the eye of the prospective customer to concentrate, instead of roving all over the window. Then by examining one of the units he has practically seen the whole thing. He takes it all in from his vantage point, not having to walk up and down in front of the window, as is often the case. No matter from what angle he looks at the window the unit that comes within range of vision tells the whole story.

For the Duofold window display contest Dunfield's had a number of suits of this brand of underwear on stands of all kinds, the arms of the garments being rolled back a la rosette. Little ad. cards and booklets were scattered around the window in which there were not more than fifteen suits, the idea of plenty of room being conveyed. About 28 folded suits were also displayed, the whole being set off by purple and pink hanging foliage and pink plush draperies.

Buying in Home Town is Economy

By E. M. TROWERN, Secretary, Dominion Executive Council, the Retail Merchants' Association of Canada, Ottawa

IF a city or town is good enough to live in, and good enough to take a salary from, it should be good enough to buy in. If the teachers, the preachers, the professors, the firemen, the policemen and the civic servants want increased salaries, the most direct route to bring about that desired end is to keep the money circulating in the home town. If all the money in Canada ever got into the hands of one or two men, business in general would stagnate. The proper and healthy condition is to have money circulated so that everyone will, through his or her industry, get some of it.

The first expectation of a producer is to be able to sell his crop after it has been grown. To sell it he must have customers, with money, who are able to buy it. The further the producer is away from the consumer the more the transportation costs. Farms near thriving towns and cities are more valuable than those which are isolated in the backwoods. The best way to make backwoods farms valuable is to buy in the cities and towns near them.

Co-operation Counts

Prosperous cities and towns are built up through proper co-operation between retail merchants and their customers. They must work together. The customer requires the retail merchant, and the retail merchant requires the customer. If customers send all their money away to mail order houses for staple goods and expect the corner store to live on the sale of lamp chimneys, eggs and coal oil they will awaken some day to find the little store closed. Goods when you want them and where you want them are worth more than goods thousands of miles away. Ten cents' worth of toothache gum in the corner drug store in the home town is worth more to a suffering child with an aching tooth than ten tons of the same article in Hong Kong, China.

A Double Mission

Retail merchants endeavor to locate in places where they are required. They have a double mission to perform; they buy goods to suit their customers and they expect to make a living by selling and caring for them. The better service a retail merchant gives his customers the better business he should receive in return. The service should be mutual and the customer should be equally anxious to see that the retail stores in his city or town succeed.

The statement that by buying through mail order houses you are saving the middleman's profit on all you buy is only a glaring deception, to say nothing whatever about the question of lack of loyalty to your home town. Let us follow the process and see if less labor is required. A person living in a town, and whose position depends upon the prosperity of the town, receives a catalogue. In order that the said catalogue should reach the person the following process must take place:—

1. The catalogue is designed.
2. Printed.
3. Cuts made.
4. Delivered to the mail order house office.
5. Addresses secured.
6. Catalogue wrapped up and addressed.
7. Stamped.
8. Placed in the mail bag.
9. Mail bag taken to the station.
10. Carried on the train.
11. Taken off the train.
12. Taken to the Post Office.
13. Delivered to the customer in the town.
14. The customer spends time reading it over and selects an article.
15. Writes a letter.
16. Secures Post Office Order, or encloses the cash and takes the risk.
17. The postmaster enters it up and puts it in the mail bag.
18. The mail driver takes it to the station.
19. Mail clerk in charge of the train delivers it at the other end.
20. Post Office delivery wagon clerk delivers it to the Post Office.
21. Postal clerk checks it and sorts it ready for the postman.
22. Postman delivers it to the mail order house.
23. Mail order house clerk opens the letter.
24. The bookkeeper credits the cash.
25. The order clerk selects the order.
26. Stenographer acknowledges the receipt.
27. The shipping clerk mails away the order.
28. The postal clerk sorts it out for the mail delivery.
29. Places it on the train.
30. Mail clerk takes it off the train.
31. Delivers it to the local Post Office.
32. The underpaid postmaster delivers it either direct to the customer or gives it to the rural mail delivery service that is costing Canada a large sum of money to mostly benefit mail order houses.
33. The customer receives the article, and after a careful examination, finds that he or she could have bought a better article in the home town and have had the good will of the retail merchant, and helped to build up the home town by keeping the cash in local circulation.

No Economy

No sane person could say that there is any economy in that system of doing business, especially when fourteen transactions out of the thirty-three are made by the Government mail order service at less than cost price, thus benefiting the mail order house proprietors at the expense of the whole people of Canada.

True economy and sound patriotism, therefore, call upon every loyal citizen of Canada to patronize his home town and keep the wheels of commerce moving in the direction in which most persons can be mutually benefited.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, November 30—Shortages in nearly every line are again reported for December. "Can't get the goods" is the constant cry of to-day of the dealer in men's furnishings.

In the matter of neckwear, for instance, it is becoming increasingly difficult for manufacturers to secure sufficient satisfactory materials to take care of the orders with which they are being deluged. There is some talk of expected relief with respect to the material supply, by the advent of French silks on the market, but how much this will amount to depends, of course, upon the quality. Large quantities, however, will be required as American mills are reported to have cancelled old orders and to have taken on new orders at higher prices. The French silks are said to be more reasonable in price than offerings from other sources.

Especially in the imported lines is the shortage of socks particularly noticeable. The dyers' strike in England some time ago put production back about three months and manufacturers over there will accept orders only on a four to six months' delivery basis. Prices, too, are on the jump. Mills are running every machine to the limit in an effort to meet the demand and mills in the U.S.A. are finding it difficult to fill their orders. Stripes, clocks, dots and figures in all colors are being shown, but the latest increase on Old Country goods was for five shillings.

Higher prices for hats are inevitable. Braids, ribbons and sweat bands are higher than ever and caps are still high in price, manufacturers having to pay high wages for materials and labor. The supply of caps is not adequate at the present time, but manufacturing conditions show a slight improvement and the prospects are that the supply situation will improve.

From nearly every part of Canada comes the cry: "Send us more shirts," and manufacturers cannot begin to fill the orders. There never was such a demand for shirts in this country as during the past two seasons and next season will be as bad or worse. Some houses are making herculean efforts to turn out exclusive printed Percales and satin-striped Madrases as well as piece-bleached Madrases and Scotch Zephyrs, which they were fortunate enough to have in stock, but retailers will have to get their orders in early. The manufacturers are doing what they can to look after their customers and many orders from outside the regular list have been refused, but it will be some time yet before all parties are satisfied.

Clothing deliveries are still delayed and some of the manufacturers are sending their travelers out a bit later than usual this year because they have been so pressed with business that they have not had the opportunity to make up their next season's samples.

In the cheaper lines of cotton hosiery there has been a slight drop, running about 2½ to 5 per cent., but in the finer grades this decline has been reversed by a small increase so that the two balance up pretty well. In underwear a similar condition prevails, although it is men's lines of balbriggan that show the drop, and that only to a slight degree. Since the opening some fleece-lined goods have advanced 25 cents a dozen, a condition also that was not surprising to most buyers.

BIG SCARCITY OF FINEST SHIRTINGS

During the past month there has been little change for the better in the shirt situation. The shortage is still acute and the manufacturers are still at their wits' end to supply the hungry retailers with the "necessary." Prospective buyers for the country's biggest houses have returned from New York with the disquieting news that there is nothing to be bought in the line of material. The situation, they say, is worse than ever and allotments are being made as low as fifteen per cent. of former orders. In some cases buyers are being allotted only 10% of basis of former business. The cheaper lines, of course, are more plentiful, but it is almost impossible to get the best goods. And this is what the public is clamoring for—the best. Prices, in consequence, are still high and are likely to remain so.

ORDERS FOR WOOL UNTIL NEXT JUNE

Canadian manufacturers of woollen cloth could find a profitable export market for their goods if they were in a position to supply additional requirements to those for which they have already contracted, according to a recent report from Montreal. The woollen manufacturers state that they are completely booked up with orders until June, 1920. There is little doubt but that hundreds of thousands of yards of cloth could be sold to several export customers who are now seeking goods.

Negotiations were completed some time ago for the manufacture of 600,000 yards of khaki cloth for the Greek Government. This was later increased to 800,000 yards, and was finally raised to over 1,000,000 yards, amounting to $4,000,000. Delivery is called for by next

June, and the large yardage will ensure activity for all the mills that are in a position to supply this quality of cloth.

The Woollen Manufacturers' Association has felt the need of extending their export trade for textiles other than cloth. A representative was selected within the last few weeks, who has now set out for South America, with a full line of samples, including underwear, hosiery, etc. Various weights of fine and medium quality for men, women and children are represented in the samples, and care was taken that goods were included that are suitable for the different markets of South America. But the east and west coasts of the sub-continent will be covered on the initial trip, which will extend over at least twelve months. Argentina, Uruguay, Paraguay, Brazil, Colombia, Venezuela, Chile and Peru will be visited and much data will be collected which will undoubtedly be of value to Canadian manufacturers in adapting their goods to the requirements of the various countries.

The Canadian representative speaks Spanish, Portuguese and French, and has spent six years in different parts of South America, representing British textile interests. It is felt that considerable business can be done in underwear, hosiery, etc., and that orders can be taken for cloth when the Canadian manufacturers are able to take on such contracts.

Fred H. Yapp, secretary of the Canadian Woollen Manufacturers' Association, states in reply to criticism that the export business undertaken up to the present time has no bearing whatever upon the present prices of woollens in Canada; the goods for which export orders have been received being in every instance for such a class that are not purchased to any great extent by the people of Canada, and without which the mills manufacturing such goods would have been obliged to close down. The demand in this country at the present time, as in all other countries which have not been devastated or ruined by the war, is for the very finest class of goods, whether in hosiery, underwear or cloth, and the Canadian mills capable of manufacturing such articles have not taken one dollar's worth of foreign business. The mills sharing in the business, he says, would much prefer to sell their goods to the Canadian trade if the Canadian consumer would buy them, but fortunately or unfortunately, that consumer is too prosperous in these days to want to buy, and probably too proud to wear, the same articles which were bought and worn ten or fifteen years ago.

Neither has this export business increased the price of any class of woollen goods to the consumer; Canada to-day is the cheapest market in the world for woollen goods of all description, although this is a condition which is not likely to last very long and cannot continue after Great Britain once again assumes her former position in the woollen industry.

COTTON IS SCARCER THAN EVER; OVERALLS MAY GO STILL HIGHER

Production of More Goods and Creation of New Wealth is Only Cure for Situation, Retailers Are Told in Being Urged to "Buy Now."

"BUY now" is the advice that is being given by the manufacturers to dealers in overalls, price and deliveries both being taken into consideration. In an open letter to the trade, the caption being "Overalls, Present and Future," the manager of one of Canada's biggest houses says in part:

"Overalls to-day, $30 per dozen.

"To-morrow ?

"Next Spring ???

Will Prices Go Higher?

"Or is there inflation that a temporary easing off of buying will cause to descend?

"In the first place, to-day's price of $30 per dozen for high grade engineers' overalls is based on cotton at 29c or 30c per pound. A glance at the cotton market reports at this writing shows spot cotton quoted at 37c, an increase of nearly 28 per cent.

"Most manufacturers have already bought materials for delivery next Spring at prices which will necessitate an advance of from 10 per cent. to 15 per cent. over to-day's overall prices. These materials are in process of manufacture at the mills now.

"The overalls made from these new materials cannot possibly be sold at today's prices with any profit to the manufacturer. These garments will soon begin to appear on the market, and when they do, it must be at an increased price. The manufacturer has already committed himself to a definite raise of from ten to fifteen per cent. over to-day's prices by the very purchase of this material, which advance he has been obliged to pay in order to get materials to fill his customers' orders.

Labor Costs Higher

"At the time of writing the price of raw cotton has reached the unprecedented level of 37c per pound. Do you realize that such a price for cotton means $39 or $40 per dozen overalls? Do you realize that such a price for raw cotton means a corresponding increase in all cotton goods?

"In addition to increased material costs, all union-made overall manufacturers granted an increase of 10 per cent. to all employees on August 4, which is in addition to the 15 per cent. increase granted last February. This is a total increase in labor costs of twenty-five per cent. so far during the present year. It is rumored now that the Union employees will ask for further increase this December.

"It may seem like a queer statement, but the manufacturers do not like increased prices any better than the merchant. The reason that you object to paying an advanced price is because it is hard to raise the price to your customer. Did you ever stop to think that it is just as hard for the manufacturer to get the raise in price from the merchant? It is a fight along the line. The manufacturer loses some business until merchants make up their minds to the advance, salesmen get disgruntled, some customers say that they cannot handle overalls at all under such prices, and so it goes. Once a price is established everybody from the manufacturer down dislikes extremely to make the fight of adding on another advance.

Fact, Not Theory

"These material and labor costs enumerated, are actual conditions already in existence. They are not mere prophecies of the future but are absolute facts, sticking their ugly faces under our very noses and will not be denied. They are conditions which must be faced immediately and with courage. A thirty-seven cent price for raw cotton will very soon bring its unpleasant obligations on us. In the meantime we will have to make the raise on the basis of the materials at the mills to-day which are very much cheaper even than thirty-seven cent cotton.

"The production of more goods and the creation of new wealth is the only cure. Legislation may alleviate high prices but only surplus production can cure them. Just so long as we go along consuming more than is produced so that a shortage continually exists, just so long may we expect high prices.

"We must raise MORE WHEAT."

"We must raise MORE COTTON.

"Our factories must PRODUCE MORE.

"Our labor must WORK HARDER and STAY AT IT.

"The last few months of this year have been wonderfully prosperous, and the best authorities feel that there is no possible occurrence in sight to alter this condition during the coming year. In fact it is freely predicted that 1920 will be a far bigger and more prosperous year than 1919.

"And, with the scarcity of materials that exists which seems to have been aggravated by the 1919 cotton crop instead of helped, it would seem that unless the merchant arranged for his requirements far in advance he might be unable to secure deliveries of his needs."

CANADIAN DISTRIBUTORS

Jones & Robinson, Brockville, Ont., have been appointed exclusive Canadian distributors for Marathon Flexyde belts. They carry a large assortment and are making deliveries to the Canadian trade direct from their warehouse.

Ottawa Clothiers Preparing to Fight; Fear Board's Order Hits Small Dealers

Members of Retail Trade in Dominion's Capital Deny That Excessive Profits Are Being Made—Strenuous Protest to be Made—Mandate is Considered an Injustice.

THE order issued by the Board of Commerce at Toronto prohibiting clothing dealers from taking a gross profit on sales of ready-to-wear and partly ready-to-wear clothing of more than 33 1-3 per cent. will not be allowed to become law without a strenuous protest from Ottawa clothiers. The members of the retail trade of the city feel that the order would be an injustice to them. A meeting of all clothing merchants will likely be held when the whole matter will be fully discussed.

Mr. E. R. Fisher, president of the Retail Merchants' Association, accepted the announcement of the order calmly.

"I have no axe to grind," he said. "It will naturally make some difference to my business, but the ones who will suffer most will be the small dealers. If they live up to the order there will be a lot of them who will have to go out of business."

Mr. Fisher pointed out that the cost of doing business for the merchant in a small way was more in proportion to the turnover than in a larger store.

"A lot of otherwise honest men will have to adopt dishonest methods to live or go out of business," he affirmed.

Board Working Wrong

Mr. Fisher expressed the opinion that the Board of Commerce was incompetent to issue such sweeping orders. He thought that when such a far-reaching proposition was under consideration it should have a man familiar with the trade sitting with the board to advise it concerning the costs of doing business.

"They are starting at the wrong end of the trade if they want to reduce the high cost of living," said Mr. Fisher. He thought that the board would be more likely to achieve its object if it investigated the profits of the mills.

Mr. Fisher thought that in very few instances had the retail clothing trade taken profits that would warrant the passing of the order. Summing the situation up in a nutshell Mr. Fisher said:

"The open competition in the retail trade to-day will eliminate all possibility of any excess profits."

Would Endanger Trade

Mr. Stewart McClenaghan, of The Two Macs, thought that the position of the retail clothier was not appreciated by the Board of Commerce. The margin of profit that it proposed to allow might cover operating expenses, but the average man in the business would have to "keep close to the wind" in his wholesale purchases to keep going.

Mr. McClenaghan pointed to the risks that the clothing dealer had to take in order to satisfy his trade. A new and extreme style would come in, and it was necessary to stock heavily to meet the demand in that particular style. Perhaps a month or two later the word went around that this particular style was "going out." The remainder of the stock on hand must be disposed of at a loss in order to get rid of it.

"The order will discourage the man who is always looking ahead in order to save money for his customers," Mr. McClenaghan claimed.

When a dealer had a chance to buy staple lines at less money he often did it and stored the goods till they were required. In spite of later increases in the wholesale prices he was in a position to offer the goods to customers at less money when purchased this way.

In such instances that order makes no provision for the interest on the money invested in this way, so in future the dealer would find it just as advantageous to buy at current wholesale prices and let the customer pay the added costs.

Mr. Beament, of Beament & Johnson, thought it was time that someone was appointed to the Board of Commerce who understood how business was done. He did not think it was right for lawyers to be able to pass such legislation while they were in ignorance of the everyday methods of business.

On the matter of the 33 1-3 per cent. gross profit, he pointed out that the cost of doing business had increased about 100 per cent. in the past four years.

Wages, rents, taxes and everything had increased in price, till it cost between 28 and 30 per cent. to do business to-day. Another large item of cost that the board apparently had not considered, said Mr. Beament, was preparing the partly ready-to-wear clothing for the customer. After a suit had been sold it usually required between two to five hours' work in the tailor shop to get it ready for delivery.

A Piece of Folly

The allowance of only 28 per cent. gross profit on suits selling for $25 and less was another piece of folly, Mr. Beament thought. He said that selling one $50 suit did not mean as much money to the dealer as selling two $25 suits, because the wearer of a $50 suit usually made it last twice as long as a cheaper suit.

He thought that the only redress was for the merchants to make representation to the Government to have competent authorities on clothing costs sit on the board when such vital matters were being decided.

Another prominent Sparks Street dealer thought that the only way to deal with the order was to disregard it entirely.

"The merchants themselves will see to it that there are no excess profits. Any attempts to enforce the order will only lead to dishonesty. There are a thousand ways in which it could be circumvented. The best way will be not to pay any attention to it," he declared.

A Rideau Street clothier declared that if attempts were made to enforce the order he would close up his shop and hand the key to the Board of Commerce.

The order passed by the board goes into effect on December 15 in Toronto by agreement with Toronto retailers. Unless good reason is shown to the contrary the measure will be made Dominion-wide on January 20, 1920.

URGE CONVENTION ON PRICE-FIXING

Retail Clothiers of Ottawa Would Confer With Board of Commerce

The clothiers' branch of the Retail Merchants' Association of Ottawa, at a meeting on November 24, decided to press on the council of the Dominion Retail Merchants' Association the necessity of calling a Dominion-wide convention to take up the question of price fixing with the Board of Commerce. The clothiers feel that the board, before fixing the price of clothing, should have investigated the cost of raw materials, and claim that if their trade is to be singled out unfairness will result, especially as the board has declared it is unable to fix the price of material, and has not acted toward other industries in the same manner.

AGED COLLECTOR DEAD

Adam Zimmerman, Collector of Customs for the port of Hamilton, died at his home recently after a few weeks' illness. He was 67 years of age, and was a native of Harrisburg, Pa. He came to Hamilton early in life, established a large tailoring business, and later the Zimmerknit Manufacturing Company. For five years he was the Federal Liberal member for West Hamilton, served ten years on the School Board, part of the time as chairman, and for fourteen years was a member of the Hamilton Board of License Commissioners.

Mr. Zimmerman was a 32nd-degree Mason, an ardent supporter of amateur sports, and a member of many clubs.

Besides his wife he is survived by two sons, Otta of Sunderland, B.C., and Alex. of Hamilton, and one daughter, Mrs. Hugh Laidlaw of Ottawa.

NECKWEAR

Spring Outlook Poor for Ties

Manufacturers of Neckwear Say Situation is Worse Than Ever and That Material is Not to be Found Anywhere—American Houses Neither Taking Orders Nor Giving Quotations.

THAT the situation, particularly with reference to shortage of material, is more aggravated this month than ever is the opinion freely expressed by the manufacturers of neckwear. American manufacturers are not taking orders now at all, nor are they giving quotations. And, to make matters worse, the Swiss houses are all tied up with orders until the end of 1920.

It is generally admitted that unless the tie-maker has goods on hand he will be very much "out of luck." Unless well covered ahead, the Spring outlook for the man in the tie business is poor. The lowest silk for this trade is now quoted at about $10.50. There is no doubt but that the retailer who has been hanging back with his orders will be in bad shape. If he has been waiting week after week for the market to take a favorable turn he will find out now that conditions are even worse than before.

According to the manufacturers, the man who has been giving and taking and who has been willing to give and take is the man who is going to come out on top now. There have been some retailers, of course, who have been "pernickety" about their orders and who would not accept goods unless they were just as ordered. Among manufacturers, too, there is not a little complaining over this. Some of them say that clerks have ordered goods and if their employers did not like the "stuff" the aforementioned clerks would put the onus on the manufacturer and say the shipment was not what was ordered. In the opinion of more than one manufacturer, there has been quite a bit of this kind of work going on.

"Nowadays, when the market is so uncertain, a man has to give and take and do what he can to help ease the situation," is the way one man expressed himself to MEN'S WEAR REVIEW.

"It must not be forgotten that we have hundreds of customers all wanting the same line and that every person cannot be satisfied," stated the manufacturer quoted above, adding: "We placed large orders in the American market in June and we have not received anything like 25 per cent. of what we ordered. We got the orders in good faith and we carried on our plans accordingly but there has been a big change since then. We have to give and take and so has the other fellow."

The reason for the increase in price to-day is said to be due to the fact that in the early part of the year there was nothing doing in business. One house had a big stock of ties at $10.50, but they could not get them to sell. Nor was there much of a demand created either when they were reduced to $7.50. At that time the firm should have gone into the American market and bought material for Christmas neckwear, but they say business then did not warrant such action and now every person is going to suffer.

It is doubtful if there is any one house with enough merchandise on hand to fill a quarter of the orders that have so far been turned in. The manufacturer consequently has had to readjust his prices, and this is why the retailer, and also the consumer, is paying higher to-day, and is likely to pay even more than has been the case.

Flashy Displays Catch Eye; Public Likes Noisy Clothes

Striking Checks and Plaids Appeal to Manager of Overcoat Department at Fairweathers—Thinks Young Men Should Shun Black.

JAMES CRAIG, who has charge of the overcoat department of Fairweathers', Toronto, is one who believes in decided patterns and colors. "The louder they are, the better," is Mr. Craig's idea. Checks and plaids in overcoats are a particular hobby, as he believes that young men should dress in a manner consistent with youth. "I would make it a criminal offence," said Mr. Craig to MEN'S WEAR REVIEW, "for a young man to dress in black or sombre colors." This idea of color Mr. Craig always tries to get into any window displays that are made of his goods.

"Put in something particularly flashy in a window and see what happens," said Mr. Craig." Two or three fellows will come along and all kinds of comment will be passed. "Isn't that a howler?" one will say, and another will cry out, "Who the dickens would ever wear a thing like that?" And so it will go all day long. No person who looks in the window would think of wearing a thing like that. Oh dear, no. But, just the same, you generally see the stuff that no one would wear go a whale of a lot faster than the stuff that the public will hardly take interest enough in to look at."

GARMENT MAKERS ELECT OFFICERS

H. H. Peabody, Walkerville, Again Chosen as President

The election of officers concluded the convention of the Canadian Garment Manufacturers' Association recently held at the King Edward Hotel. The officers elected were: President, H. B. Peabody, Walkerville (re-elected); Eastern vice-president, H. M. Levine, Montreal; Western vice-president, C. A. Graham, Edmonton; second vice-presidents, F. S. Hodgins, Kitchener; J. A. Haugh, Toronto; R. P. Sparks, Ottawa, and C. E. Kitchen, Brantford; secretary, H. F. Brooks, Ottawa; treasurer, W. B. Deacon, Belleville.

Reports of the chairmen of the different sections were also received.

"Hello! How's business?" used to be the greeting exchanged by haberdashers, but to-day it is "Hello! How's deliveries?"

Board's Order Hits Clothiers Who Appeal to the Workingman

Merchants Who "Carry On" in Restricted Localities May Be Forced Out of Business—J. H. Montgomery States Case for the "Small Men"—Public Waits for Prices to Come Down.

Clothing Order In a Nutshell

Profit on $25 suits 26%
Profit, if over $25 ....33 1-3%
Order into effect ....Dec. 15
Saving on $25 suit $7.00
Order applies to Toronto.
Profit on $30 suit after March 1 ....26%
Order applies to ready-made and semi-ready-made suits and overcoats.
About 50 per cent. of suits and overcoats cost retailer $25 or under.

NOT for some weeks yet will it be known generally what the effect of the Board of Commerce order on the clothing trade has been, but the one point that stands out prominently now is the fact that the small man is going to be the hardest hit. In Toronto, for instance, the order being applicable to this city only as a "starter," the dealers in men's wear who do business in the heart of the city are not agitated to any great extent as they handle, for the most part, the higher-priced class of merchandise. But with the men who cater to the wants of the working men, those who operate in country districts and on the city's outskirts, it is different. A large part of their stock is designed to meet the needs of the man who wears the cheaper grade clothing, and it is this, of course, that has fallen under the investigators' ban.

In the down-town stores the smallest percentage of goods stocked is the kind that is affected by the order, so that those dealers will have no difficulty in living up to the order. There are some stores, too, in the outskirts that are not particularly affected.

"We are not affected at all as we have no goods marked higher than those mentioned in the order," was the report given out from the W. G. Hay store at 1354 Queen Street West, when questioned on the matter by MEN'S WEAR REVIEW.

The Effect Down-Town

"In the stores down-town there will be little difference in the prices now, and all will be on the same basis," said Mr. Day, of Day's Ltd., 23 Adelaide Street East. Mr. Day added that, as a result of the order, he would not handle second-class lines.

Gordon Dunfield, of Dunfield's, 102 Yonge Street, was inclined to think that the merchant handling high-class goods would not be seriously affected. He stated that the prices of his own goods were not unreasonable, according to the Board, and that business could not be carried on at lower prices. The man selling cheaper goods, he added, got a smaller profit but sought a quicker turnover.

"Perfectly satisfied. The 'ad.' we had in the next day was our answer," was the report given out from Stollery's in the "Heart of Toronto," corner of Bloor and Yonge, and "No complaint at all" was the maner in which Peter Bellinger, 22 King Street West and 108 Yonge Street, expressed himself on the matter.

J. H. Montgomery, 724 Queen Street East, stated the case for the "small man" in no uncertain terms:

People are Waiting

"It is going to be bad in a way," he said, going on to explain. "As a result of the order people are waiting for prices to come down. I don't think a business can be made to pay on the basis allowed. I have been in the business for about thirty years, and I am satisfied that no man can make it go on such a basis as that proposed by the Board. In the olden days—about twenty years ago—when the overhead was away lower than what it is to-day, and when labor was a great deal cheaper, a man had to make 20 per cent., and now he is allowed only 26. We deal in working men's clothes to a great extent down here, and on others in our line of business the order is sure to work a hardship. We have to make a living, anyway, but the Board seems to be determined that we shall not. However, if they enforce the mandate I'll close up the clothing end of my business. If anything goes wrong we make it right for the customer. We give him rebates on anything that is not satisfactory, and so we lose a great deal in this way. Just the same, we always keep prices at the lowest possible level."

Mr. Montgomery added that he would see the Board with regard to the matter and that if the order was enforced, he, as well as quite a few others, would have to quit handling clothes.

IS THE PLUG HAT PASSING OUT?

Remark Passed by Prince of Wales at Mount Vernon Has Given Rise to Some Discussion—Ottawa "Journal" Gloats Over Passing of "Conventional Atrocity."

THE style of hat worn by His Royal Highness the Prince of Wales when he visited the George Washington mansion at Mount Vernon appears to have attracted some attention in the capital.

In the despatches telling of the visit of H.R.H. to the Washington home, it was reported that the Prince, on being shown a photograph of his grandfather, the late King Edward VII, taken when, as Prince of Wales, he visited the same ground, said: "I see grandfather wore a plug hat. I wonder if I should have done the same thing?"

The Prince's remark has seemingly given rise to some doubt as to what would be the proper hat to wear on such an occasion, as several telephone questions of inquiry have been received by the Press as to the correct course to follow.

Enquiry of an Ottawa tailoring firm, usually regarded as absolute authority in correct dress, the Ottawa "Journal" was informed that it would depend upon the clothes His Royal Highness wore. With a morning coat and worsted trousers a top hat would be correct, but if His Royal Highness wore informal dress, as he has done whenever possible during his visit to Canada, a Christy or a fedora would be proper.

Passing Not Regretted

Commenting editorially on the question, the "Journal" said:

"I see grandfather wore a plug hat," mused the Prince of Wales, as he glanced at a picture of King Edward on his visit to Mount Vernon, some decades ago, "and I suppose I should have worn one too." The Prince Charming was wrong. For the plug hat, once the unerring hall-mark of respectability, both real and assumed, has apparently passed away. Doddering on its last legs, so to speak, the war gave it its death blow. To-day in Britain, where the plug hat was cradled, it is not often seen. In the old days, particularly in what was known as the Victorian era, the British House of Commons used to be a veritable forest of plug hats, and when Mr. Keir Hardie first turned up with a Scotch tweed cap he was adjudged guilty almost of sacrilege. Now everything is changed. Mr. Lloyd George invariably goes about in a fedora, as do even those choice aristocrats, Mr. Balfour, Lord Robert Cecil and Lord Curzon, and the minor prophets of politics follow suit.

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A NEW NOVELTY?
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MEDIUM WOOLS CHANGE HANDS DURING MONTH

SALE and distribution of Canadian wools are proceeding much more rapidly than earlier in the season. The Boston wool market has livened during the last month, and the bulk of the staple that was still in dealers' hands is being liquidated. A large portion of the Canadian clip was not disposed of in July and the first half of August. There was a good demand for fine and medium wools, but a comparatively quiet market for low, medium and coarse. This condition has prevailed in all the wool markets. Fine wools advanced in price in Great Britain, while poorer qualities were not especially wanted at much lower figures. United States buyers took much the same stand, while Canadian manufacturers had a substantial surplus of the staple and were not ready to purchase the same quantity of the domestic clip as they did in 1918. Canadian growers, therefore, have to dispose of a larger quantity of their wool in outside markets.

Since mid-August there has been comparative quiet in Boston, from a wool sales standpoint. Activity has developed during the latter part of October, and the co-operative selling agency was able to dispose of a large part of its stocks, including quarter bloods. This wool was liquidated at good prices and options were taken on most of the remainder, leaving only a relatively small portion of the receipts.

The principle is being followed of selling all the wool in Canada that can be readily disposed of, and to export the rest. The American market is still the largest outlet for Canadian wool. It may be found that more of the domestic product can be sold within the country under normal conditions. The surplus carried over from last season in manufacturers' hands reduced the sales of fresh wool. Sales in the first part of the 1919 season were much less than last year to Canadian mills, and some of this was probably resold to Americans. The improvement in the market situation has made it likely that a large part of the Canadian production will be out of distributors' hands before the next three weeks are past.

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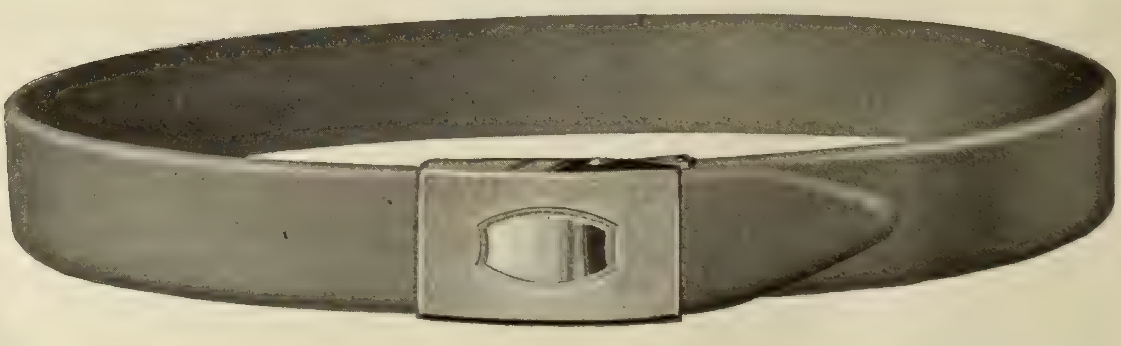
EVERY essential that helps to make for immediate and permanent success is embodied in our dealers' proposition on Marathon Belts of Washable Flexyde:—

Salability	is sure because Marathon Belts are meeting with popular favor and the demand is increasing rapidly.
Quality	is the highest. Marathons have all the good points of any kind of belt, and many exclusive superior features.
Style	is right to please everbody. Made in three colors, with plain or initial buckles.
Profit	is sufficiently large to warrant aggressive haberdashers giving their attention to the proposition. The belt with plain nickel-silver Giant-Grip buckle retails at $1.50; with initial buckle at $2.00.
Delivery	of either style can be made immediately from the big stock carried by Jones & Robinson, exclusive Canadian distributors for Marathon Flexyde Belts, Brockville, Ontario.

Get your order in now so delivery can be
made in time for the Big Christmas Trade

THE MARATHON TIRE & RUBBER CO.
CUYAHOGA FALLS, OHIO, U.S.A.



Men's Furnishings

We are now ready to supply you, Mr. Dealer, with everything in fine men's furnishings for immediate delivery or for Spring. Considering present conditions this is a *remarkable* statement, but it comes from the House of Alphonse Racine—a *remarkable* firm.

CHRISTMAS BUSINESS

There are few houses at the present time who are as well prepared with such an extensive Christmas assortment. You will find Racine prices are sane, fair prices and Racine's Furnishings excellent sellers—just the kind that well dressed men desire.

You will make a big mistake if you fail to see our dandy range of men's staple furnishings, men's fancy furnishings, sweater coats, waterproofs, collars, neckwear, sox, umbrellas, etc., etc.

EXCLUSIVE MEN'S DEPARTMENT

From our own factories, complete lines of men's dress and negligee shirts. Also a general line of workingmen's wearables.

Our shirt ranges are fast sellers—they include "Racine" working shirts, "Hero" fine and "Strand" (*Chemise de luxe.*)

Plan to see our showing. It will surely please you and your customers.

We are equipped to handle your urgent requirements promptly.

Alphonse Racine, Limited

60-96 St. Paul Street West Montreal

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Need a Stock of
Men's and Ladies' Waterproofs ?

Our Salesmen are now showing as nice an assortment of

Waterproof Motoring and
Top Coats for Ladies and Gentlemen

as you could possibly wish to see.

These Coats excel in Fabric, Style and Workmanship. Write for samples and Prices.

The new management guarantee smart, courteous service.

THE SCOTTISH RUBBER CO.
LIMITED
316 Notre Dame Street W. MONTREAL

Important Announcement

We have been appointed sole agents for Canada for the celebrated

"Exemplar" Showerproof Coats
for
Ladies and Men

Made in England from the best gabardines, stylish, neat-fitting and absolutely water repellant.

We will keep a stock of these coats on hand and be able to fill all orders for Spring delivery promptly.

Samples and prices on request

Claman Waterproof Limited
243 BLEURY ST. MONTREAL

ACME
TRADE MARK

High Grade
KNIT GOODS

You have but to see our Spring, 1920, samples to realize that we are showing goods you will want to have early and in quantity.

We urge immediate placing that you may not be disappointed.

FINE GLOVES

ACME GLOVE WORKS, Limited
MONTREAL

Operating: Five Factories—Two Tanneries

A

MAY every merchant and merchant's clerk enjoy the festive season to the full, and may the New Year swing wide the portals that lead to increased happiness and prosperity.

May we add our thanks for your liberal patronage of the past year and express our desire to serve you in the future.

A. E. RICHARDSON & COMPANY
172 SIMCOE STREET - TORONTO
Makers of High Grade Clothing for Men

To all our Customers, present and prospective, we extend the season's heartiest

Greetings

HAMILTON CARHARTT COTTON MILLS LIMITED
TORONTO MONTREAL WINNIPEG VANCOUVER

MEN'S
BEST A·T·REID MADE
CRAVATS

CARD *of* APPRECIATION

We would like to record our appreciation of the consideration shown by our many friends in respect to delay in fulfillment of orders during the past few months. The scarcity of materials, coupled with the unusual and difficult conditions of labor have compelled us in some cases to refuse business, loath as we were to do so, believing such action preferable to disappointment.

No effort will be spared, or opportunity overlooked on our part to measure up to the requirements of Spring, 1920.

A. T. REID CO.
LIMITED
TORONTO

Stifel's Indigo Cloth
Standard for over 75 years

STIFEL
REGISTERED

For OVERALLS, COVERALLS and ALL WORK CLOTHES

This is Mr. Chas. Broll, one of the oldest engineers on the B. & O. who runs the famous "Royal Blue." Mr. Broll wearsand swears by "true blue" Stifel Indigo Cloth.

As indestructible as a fabric can be made in weave and color—that's why Stifel's Indigo Cloth guarantees satisfaction to garment manufacturers, retailers and wearers. The dots and stripes of Stifel's Indigo Cloth positively will not break in the print. Look for this little mark stamped on the back of the cloth. It is put there for your protection and the protection of your customers.

STIFEL
REGISTERED

J. L. STIFEL & SONS, Indigo Dyers and Printers
Wheeling, W. Va.

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BOSTON.........................31 Bedford St.
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ST. JOSEPH, MO......Saxton Bank Bldg.
ST. LOUIS........................604 Star Bldg.
ST. PAUL ....238 Endicott Bldg.
TORONTO.........14 Manchester Bldg.
WINNIPEG.........400 Hammond Bldg.
MONTREAL.....Room 508 Read Bldg.
VANCOUVER.....506 Mercantile Bldg.
SAN FRANCISCO, Postal Telegraph Bldg.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

are a quality proposition that will interest every dealer who is looking for a complete line of Raincoats that are absolutely waterproof.

"DOMINION RAYNSTERS" are so well made and so carefully made that it is a pleasure for a dealer to recommend these Raincoats to customers.

"DOMINION RAYNSTERS" make money for every dealer who carries them and makes friends for every store in which they are sold.

The nearest Dominion Rubber System branch will serve you promptly.

Dominion Rubber System

Branches are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria

Tooke

Kum-Seald Handkerchiefs

The handkerchief that is made clean, kept clean, and sold clean.

A Clean Seller With No Ragged Edges

Tooke Kum-Seald Handkerchiefs have entirely revolutionized the retail end of handkerchief selling.

There's Big Business for the dealer who sells this "Clean Way" handkerchief.

The display case shows them to advantage and their patented package ensures new-pin cleanliness—the kind the customer expects.

Packed ready to hand over your counter—either single or multiple, as desired.

Popular Priced **Immediate Delivery**

TOOKE BROS., LIMITED
MAKERS
MONTREAL TORONTO WINNIPEG VANCOUVER